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PUBLISHER'S BINDING

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



VOL. 87, NO. 1

NEW YORK, U.S.A., MONDAY, JANUARY 4, 1960

TEN CENTS

TOP GROSSING PICTURES OF 1959 SET RECORD

Univ. to Hold 1-Week Sales Meeting Here

Universal Pictures will hold a week-long sales executives conference here starting Monday, Jan. 11, to be followed by a series of regional sales meetings in the field, to blueprint distribution and promotion plans for 1960. Announcement of the meetings was made at the weekend by Henry I. "Hi" Martin, vice-president and general sales manager, who will preside.

Milton R. Rackmil, president of Universal, will address the opening session of the meeting. Philip Gerard, eastern advertising and publicity director will preside over a special advertising and promotion session on Thursday, Jan. 14.

Attending will be the company's regional sales managers, home office
(Continued on page 3)

Karp, Pickman, Holman Overseas on Product

Prior to an extensive survey of European production activities and facilities, Jack Karp, Paramount vice-president in charge of production and studio head, arrives in New York today for a series of conferences with president Barney Balaban and top home office executives to discuss Hollywood studio productions and the company's



Jack Karp

future world-wide production plans. Karp who leaves late this week for Europe, will be accompanied by Russell Holman, eastern production
(Continued on page 6)

HIT PICTURES OF 1959

Quigley Publications herewith presents its annual list of the top grossing pictures of 1959, arranged alphabetically by title and distributor and based on dollar grosses for the United States and Canada for the year.

★	
ANATOMY OF A MURDER	Columbia
AUNTIE MAME	Warner Bros.
THE BIG CIRCUS	Allied Artists
THE BUCCANEER	Paramount
DON'T GIVE UP THE SHIP	Paramount
GEISHA BOY	Paramount
GIGI	MGM
HERCULES	Warner Bros.
A HOLE IN THE HEAD	United Artists
THE HORSE SOLDIERS	United Artists
IMITATION OF LIFE	Universal
THE INN OF THE SIXTH HAPPINESS	20th-Fox
I WANT TO LIVE	United Artists
NORTH BY NORTHWEST	MGM
THE NUN'S STORY	Warner Bros.
PILLOW TALK	Universal
PORGY AND BESS	Columbia
RALLY 'ROUND THE FLAG, BOYS!	20th-Fox
RIO BRAVO	Warner Bros.
SAY ONE FOR ME	20th-Fox
THE SEVENTH VOYAGE OF SINBAD	Columbia
THE SHAGGY DOG	Buena Vista
SLEEPING BEAUTY	Buena Vista
SOME LIKE IT HOT	United Artists
SOUTH PACIFIC	Magna, 20th-Fox
THE TEN COMMANDMENTS	Paramount
THIS EARTH IS MINE	Universal

27 on Hit List Compares With Five a Decade Ago; Gain Was a Gradual One

There were more than five times as many motion pictures in the four-million dollar class or over in rental fees paid by theatres in the U.S. and Canada compared with a decade ago, it is revealed in the tabulation of the top grossing films made by MOTION PICTURE DAILY annually at this time. Whereas there were only five films on the list in 1950, there are 27 for 1959, the records disclose.

Pictures are selected for the top-grossing list on the basis of dollars earned in the United States and Canada only.

A study of the lists of the top-grossing films over the past ten years shows that the gain was a gradual one over the period, starting with the
(Continued on page 2)

1960 to Be Biggest Year for Fox: Adler

In a New Year's message to president Spyros P. Skouras, and the world-wide operations of 20th Century-Fox received here at the weekend, Buddy Adler, executive in charge of production for the studio, said the company has the "greatest line-up of
(Continued on page 2)

Canadian Exhibitors Harmed by 16mm Films

Special to THE DAILY

TORONTO, Jan. 3.—An old problem is back to haunt Canadian exhibitors in the form of the 16mm films. Income from the small-gauge films has continued a steady decline, yet it is providing some sticky competition for the average exhibitor.

Most of the film companies have assigned distribution to an agent, but the problem arises as 16mm salesmen try to develop other sources. The films crop up everywhere and in areas which exhibitors consider out-of-bounds territory.

The industry is looking into the matter, and specific instances will be compiled to seek relief.

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures Corp., will return to New York today following a holiday cruise to the Caribbean.

SAMUEL ROSEN, executive vice-president of Stanley Warner Corp., has become a grandfather for the seventh time with the birth of a boy to his daughter-in-law, Mrs. CHARLES T. ROSEN.

DAN TERRELL, MGM Eastern publicity director, has left New York for the Culver City studios.

G. DAVID SCHINE and SEYMOUR MORRIS, of Schine Enterprises, have returned to Gloversville, N. Y., from New England.

JOHN JOHNS, United Artists exploitation representative, was in Cincinnati last week from New York.

MRS. JUANITA ELWELL, head booker for Bailey Theatres, Atlanta, has returned there from Fort Lauderdale and Orlando, Fla.

HOWARD KINSEY, branch manager for 20th Century-Fox in Indianapolis, will leave there this week for New York.

RICHARD QUINE, director of "Strangers When We Meet" for Columbia, has arrived in New York from the Coast for home office meetings.

BERNIE SHAPIRO, of Southern Poster and Printing Co., Atlanta, has returned there with Mrs. SHAPIRO from Nassau, B. W. I.

WILLIAM STUTMAN, radio and television contact for 20th Century-Fox, left here on Friday for a tour of the Latin-American countries.

decades of distinguished service...

SPECIAL TRAILERS

by national screen service

Sees '60 Tops

(Continued from page 1)

top-budgeted film production in its history for 1960."

Assuring the sales department "the happiest year in its history," Adler cited the rousing boxoffice success of "Journey to the Center of the Earth," the rave reviews and strong business accorded "Story on Page One," following its world premiere engagement



Spyros Skouras Buddy Adler

in Boston, and the "sensational" test engagement of "Dog of Flanders" in Medford, Oregon.

Adler also paid tribute to "Can-Can," which is being readied for its gala debut in New York on March 9, and the upcoming "Seven Thieves."

"We now have on our stages, on location, in the cutting rooms, or ready to start filming, 25 major productions, on the grandest scale ever attempted."

Adler named the pictures and added: "This is a production schedule the entire 20th Century-Fox organization can scan with pride and swelling enthusiasm, and I am proud that there is not a single weakness from the standpoint of spectacle, entertainment, drama, scope or audience appeal. Our studio program will be supplemented with a number of other outstanding showmanship productions, including the excellent and heralded, 'Masters of the Congo Jungle' and seven great J. Arthur Rank pictures."

Predicts 'Year of Destiny'

"With such tremendous productions and star names we can look to 1960 as 20th Century-Fox's year of destiny. Great product means great boxoffice. We have the product coming up. We are off to a flying start for 1960. The pace we have set is the pace we will maintain throughout the whole happy new year."

Japanese Hail '12'

TOKYO, Jan. 3. — United Artists' "12 Angry Men," starring Henry Fonda, has been voted by the Japanese public as the best picture of 1959, according to the annual poll conducted by *Eigano Tomo*, popular movie fan magazine. This is the second consecutive year a United Artists' film has captured top honors. "The Big Country" was the winner in 1958.

Sale of Wisconsin Circuit

'Isolated Instance': Cantor

From THE DAILY Bureau

HOLLYWOOD, Jan. 3. — Commenting on the disposition of seven Wisconsin theatres (see Motion Picture Daily, Dec. 31), B. Gerald Cantor, president of National Theatres and Television, Inc., said "disposition of these theatres reflects an isolated instance and is not to be construed as a policy by NT&T."

"The Wisconsin operation was a relatively small one and difficult to administer economically from our Los Angeles base. We received a good offer and decided to accept."

FJP's Guests Will See Heart-Operation Film

"A Journey Into Life," a documentary film depicting an open-heart operation performed on a young boy at a hospital operated by the Federation of Jewish Philanthropies, will be shown on Jan. 13 at the amusement industry dinner launching the 1959-1960 fund-raising drive of the Federation. The film is narrated by Sid Caesar.

Key executives and workers within the various fields of the entertainment business, led by Arthur B. Krim, president of United Artists and chairman of the motion picture and amusements division campaign for the Federation, will attend the event at the Starlight Roof of the Waldorf-Astoria Hotel.

U. of C. Post to Renoir

HOLLYWOOD, Jan. 3.—Jean Renoir, motion picture director and playwright, has been appointed a Regents' Professor of English and Dramatic Art at the University of California, Berkeley, president Clark Kerr, of the state-wide university, and Chancellor Glenn T. Seaborg, of the Berkeley Campus have announced.

Sam Thomas Leaves 'U'

HOLLYWOOD, Jan. 3. — Sam Thomas has resigned as Universal's story head and checked off the lot over the weekend. Prior to coming to the coast several years ago, he was associate story editor and head of the play department for Universal in New York. He will announce a new affiliation shortly.

Report 'Goliath' Record

HOLLYWOOD, Jan. 3.—American International's "Goliath and the Barbarians" has set an all-time company record, with 100 per cent holdovers in its first 300 engagements, it is reported by general sales manager Leon P. Blender.

Grosses Mark

(Continued from page 1)

five in 1950, and reaching a peak in 1959 with 27. The totals for the intervening years are as follows: 1951—seven; 1952—12; 1953—eight; 1954—nine; 1955—20; 1956—21; 1957 and 1958—18 each.

This dramatic increase in the number of four-million dollar and over grossing pictures is in the face of an attendant decrease in the number of pictures produced in Hollywood in the decade. In 1950 the total of pictures from the major studios was around 300; for 1959 it has decreased to under 200.

Significantly, also the increase in top-grossers was registered in a period of trial for the industry, a time marked by increasing competition from television and other types of non-theatrical attractions.

Five Top Grossers

The five top-grossing pictures for 1950 were M-G-M's "Annie Get Your Gun" and "Battleground"; 20th Century-Fox's "Cheaper by the Dozen"; Walt Disney's "Cinderella"; and Paramount's "Samson and Delilah."

'Porgy' Munich Opening Scheduled for April 1

From THE DAILY Bureau

HOLLYWOOD, Jan. 3. — Douglas Netter, Samuel Goldwyn executive, left here over the weekend following a week's conference on "Porgy and Bess" with Goldwyn, at which a series of European openings for the Goldwyn production were set.

The first European premiere will be held April 1 at the Royal Theatre in Munich. Goldwyn and Mrs. Goldwyn will attend.

Report 'Beach' Sets Astor Theatre Mark

Stanley Kramer's "On the Beach" has established an all-time second-week record at the Astor Theatre here, it is reported by United Artists, which gave the seven-day gross as \$63,321.

The UA release started its third week on New Year's Day. It is playing a continuous run at popular prices.

'Petticoat' Records Set

"Operation Petticoat," released by Universal-International, completed the fourth week of its record run at the Radio City Music Hall last week with \$225,000 to give the theatre a record four week total of \$755,000. In grossing \$31,710 on Wednesday, "Operation Petticoat" drew the biggest weekday gross in the history of the Music Hall with the exception of a New Year's Eve.

'Summer' Meeting Slated Here Today

Exhibitors and field exploiters from five cities arrive here today for a series of special meetings with Columbia Pictures' promotion executives to discuss the handling of Sam Spiegel's "Suddenly, Last Summer" and to plot the local campaigns for the Columbia release in Boston, Chicago, Detroit, Philadelphia, and Washington, D.C. Joseph L. Maniewicz, who directed the play, will also attend the meetings and will participate in the proceedings.

Representing Columbia Pictures at the conferences will be: Jonas Rosenfield, Jr., executive in charge of advertising and publicity; Robert S. Ferguson, national director of advertising, publicity and exploitation; Hortense Schorr, publicity manager; Richard Kahn, exploitation manager; Larry Lipskin, publicity director of Columbia Pictures International; and Sidney Schaefer, director of media and printed advertising.

Arthur Canton of Blowitz and Maskel will represent the producer.

Circuit Officials to Attend

Exhibitor representatives will include: Ben Richmond and John Longo, of Ben Sack Theatres in Boston; Marie Myers, director of advertising and publicity for United Detroit Theatres in Detroit; Roy Robbins, advertising manager for Stanley Warner in the Philadelphia zone; and Ed Rosenfeld, city manager of the Trans-Lux Theatres in Washington, D.C. Columbia field men on hand for the meetings will be: John Markle, from Boston; John Thompson, from Chicago; Bill Cornell, from Detroit; Milt Young, from Philadelphia; and Sid Zins, from Washington. The film is slated to bow in these five key cities later this month.

USIA to Release Film On Eisenhower Trip

From THE DAILY Bureau

WASHINGTON, Jan. 3. — USIA has announced that it would release a 30-minute color film on President Eisenhower's trip to Asia early this month.

The agency said it now has 1,300 films circulating in 83 countries. The average film is translated into 23 languages, and many are released in up to 44 languages. Most widely distributed overseas during 1959 were films on U.S. scientific and space research.

'Voice' Bows Jan. 27

The world premiere engagement of 20th Century-Fox's "The Third Voice," starring Edmund O'Brien, Julie London and Laraine Day, will begin with a saturation booking in the Los Angeles area, on Jan. 27. Associate feature will be "The Rookie," which introduces the new comedy team of Noonan and Marshall.

Pickus Optimistic on Outlook for All Branches of Industry in New Year

Confidence in the outlook of all branches of the industry is voiced by Albert M. Pickus, Theatre Owners of America president, in a New Year's message appearing in the organization's current bulletin to members.

Reviewing the critical developments which confronted the industry in the past decade, Pickus declares that "the innate resourcefulness, the inherent optimism, and the basic perseverance of our theatre owners, our distributors, and our creative Hollywood talent, is successfully completing the adjustment. We are leaving the Fitful Fifties. I predict



Albert Pickus

Sensational Sixties.

"I expect Hollywood to continue the unequalled quality of its production, and I expect that as quality films produce greater grosses, and exhibition continues to demonstrate its need for more product, the quantity of films will likewise improve.

"I feel that the theatre owner, as he realizes reasonable profits from the better films, will plow that money back into the modernization of his theatres to the end that his patrons will find new comforts, pleasures and enjoyment in attending motion picture theatres.

Sees Future Theatres 'Unique'

"I believe that 70mm wide-screen pictures are only the beginning of new technological advances, and that in the coming decade there will be tremendous innovations to make our theatres unique recreational centers.

"I believe all this will come to be, because for the first time in many decades, all the branches of our industry are finally sitting together to attack their common problems. From this start will be born the confidence that will make our new harmony and unity a powerful reality.

"I am not so naive as to believe this will come over-night. The harbingers are already evident. Theatre attendance is on the increase. The watching of movies on television is declining. Blockbuster and aggressively merchandised lesser product are earning record grosses. A new awareness of the need for hard-sell techniques is noticeable throughout our industry.

A Bow to Showmanship

"The year 1960," Pickus concluded, "should see the start of our dramatic resurgence. Your enthusiasm, your native showmanship, your zeal as intelligent theatre owners and vital cogs in our industry, should carry us into the new decade to achievements that will dwarf all our prior accomplishments."

The bulletin reflects TOA's continuing concern with product supply. It reports that the "10 larger film

companies released 224 films in 1959, compared with 299 in 1958. This is 75 less pictures and a 25 per cent drop."

"It is interesting to note," it continues, "that 122 films were released the first six months (of 1959), and only 102 the last six months; that September and December were the leanest months; and that not a single company equalled its 1958 output, although Columbia came closest.

"On the production side, Hollywood put 176 pictures before the cameras in 1959, compared with 192 in 1958. Since most of these films will be released in 1960, it would appear release outlook for the year ahead promises to be no better than 1958."

Cites Assurance Given ACE

The bulletin, however, does note that the increasing number of top quality pictures being produced account for greater playing time, and it calls attention to assurances recently given the American Congress of Exhibitors by some company presidents that their production schedules would show an increase in 1960.

Four Fox Theatres Get 70mm Equipment

From THE DAILY Bureau

LONDON, Dec. 30 (By Air Mail)—Three Twentieth Century-Fox theatres in Africa and the Regal, Dublin, have been equipped with Cinemecanica 70/35mm multi-purpose projection units by the G. B.-Kalee Division of Rank Precision Industries.

The Fox theatres—His Majesty's Cinema, Johannesburg; the Royal, Salisbury and the 20th Century Cinema, Nairobi, have all been equipped with Victoria 'X' projectors. Gaumont-Kalee six-channel stereophonic sound equipment has been installed in the Royal and the 20th Century. The latter also has a Perlux screen, reefing curtain and vertical reefing gear supplied by G. B.-Kalee. His Majesty's has been equipped with a specially designed variable curve Perlux screen, 48' x 23', which can be pulled up clear of the stage to make room for 'live' shows.

The Regal, Dublin, is the first Odeon (Ireland) theatre to have 70mm equipment. A Perlux screen has also been installed by G. B.-Kalee.

NT&T Names Melamed

LOS ANGELES, Jan. 3. — David Melamed has been named to the newly-created post of director of administration for National Theatres and Television Inc., it has been announced by B. Gerald Cantor, NT&T president. Melamed will handle budgets, personnel and office services for the company and its subsidiaries.

'U' Meet Set

(Continued from page 1)

executives, advertising and publicity executives and executives of Empire-Universal, which distributes Universal's pictures in Canada.

Participating from New York besides Martin will be F.J.A. McCarthy, assistant general sales manager; James J. Jordan, circuit sales manager; G. J.



Milton Rackmil H. H. Martin

Malafronte, manager of branch operations and maintenance; Irving Weiner, print department manager and Charles Simonelli, assistant to the president.

Regional sales managers attending will be Joseph B. Rosen who headquarters in New York; P. F. Rosian, who headquarters in Cleveland; R. N. Wilkinson, who headquarters in Dallas, and Barney Rose, who headquarters in San Francisco.

Participating from Empire-Universal will be Hatton Taylor, general manager and Mark Plottel, sales manager.

Advertising, publicity and promotional executives who will participate besides Gerard will be Jeff Livingston, executive coordinator of advertising and sales; Herman Kass, executive in charge of national exploitation; Paul Kamey, Eastern publicity manager; Jerome M. Evans, Eastern promotion manager and Charles Schlaifer, president of the Charles Schlaifer Company, Universal's advertising agency.

Dates of the regional sales meetings to be attended by the company's branch and sales managers, will be announced shortly by Martin.

Mills, Holloway Named To U.K. Royal Honors

From THE DAILY Bureau

LONDON, Jan. 3.—Royal New Year Honors have been accorded two of Great Britain's leading film stars, John Mills and Stanley Holloway, whose names appeared on the Queen's List at the weekend.

Mills, an actor-producer, was named a Commander of the Order of the British Empire, and Holloway, a veteran actor, was named to the Order of the British Empire.

Clarence Farmer Dies

SEATTLE, Jan. 3. — Clarence C. Farmer, 74, died while enroute to his work as a projectionist at the Coliseum Theatre here. He was also regularly employed at the Sunset Drive-in Theatre.

UNIVERSAL proudly announces the s

LANA TURNER ☆ **ANTHO**

JOHN SAXON ☆ **LLOYD N**

MICHAEL O'SHEA ☆ **ANN**

RICHARD BASEHART



screenplay
directed by



...from the beginning

of a **ROSS HUNTER** production...

QUINN ☆ **SANDRA DEE**

AN as "Matthew Cabot" ☆ **VIRGINIA GREY**

MAY WONG and also starring

PORTRAIT IN BLACK"

in Eastman Color

Ivan Goff and Ben Roberts

Michael Gordon... produced by Ross Hunter



TENT TALK

Variety Club News

BUFFALO — Variety Clubs International will hold a regional meeting here on Jan. 13 at the Statler Hilton Hotel. International Chief Barker George W. Eby will preside. Other International officers planning to attend are: George Hoover, International executive director; Edward Emanuel, first assistant chief barker; and William Koster, International representative. In the evening, following the International meeting, the new officers of Tent No. 7 will be installed in the Delaware avenue headquarters of the Buffalo club. The installation will be preceded by a cocktail party scheduled for 6 P.M. and a dinner.

△

JACKSONVILLE — Tent No. 44 staged a Children's Christmas party in the grand ballroom of the Hotel Roosevelt. "Buck" Robuck, United Artists salesman, was the Santa Claus.

△

BOSTON — The Variety Club of New England will hold a Luncheon on Jan. 12 at the Red Coach Grill, Boston, in honor of Ben Bebechick, Metro-Goldwyn-Mayer branch manager, and James Marshall of Film Transfer Exchange. Tickets are \$5.00.

Set West Coast Sales Office for Norelco

Martin Sweeny, executive vice president of The Todd-AO Corporation, sole distributors of the Norelco (Philips) All-purpose 70/35mm projectors throughout the United States and Canada, announced at the weekend the addition of a West Coast sales office at the Todd-AO Studio in Hollywood. The office will also stock-pile spare parts for those projectors installed west of the Mississippi. This is in addition to the stock pile already in the New York office.

According to Sweeny, up to the present time 229 of the Norelco all-purpose projectors have been sold and installed in theatres in major cities throughout the United States and Canada, with many others under contract for installation in the near future.

Overseas Product Talks Set

(Continued from page 1)

manager, and Jerry Pickman, the company's advertising and publicity vice-president. The trio will visit Rome, London and Paris and other European production centers. In the light of a possible Hollywood strike situation, the discussion of additional projects to be filmed in Europe and in Hollywood, and the acquisition of studio space abroad, will be important features of the trip.

Will Screen 'Jovanka'

In Rome, the Paramount executives will screen the recently completed Dino DeLaurentiis-Paramount production of "Jovanka and the Others," starring Van Heflin, Silvana Mangano, Vera Miles, Barbara Bel Geddes, Harry Guardino, Alex Nicol, and the top French dramatic star Jeanne Moreau, directed by Martin Ritt, and "Savage Innocents," starring Anthony Quinn and Yoko Tani, directed by Nicholas Ray, shot in Technirama in the Canadian Arctic, London and Rome. Karp and his associates will screen the almost completed "Under Ten Flags," in which Heflin, Charles Laughton and the French star, Mylene Demongeot, are starred, and will confer with producer Raymond Eger and director Roger Vadim on the Technirama production "Blood and Roses," starring Mel Ferrer, Elsa Martinelli and Annette Vadim, presently shooting in Rome.

In addition, Karp will discuss with Vadim, Brigitte Bardot's discoverer, and who has been signed by Paramount on a multiple-picture deal, his next picture "Satan," to be made at the Paramount Hollywood studio and on location in the South Seas.

Plan Talk with Audrey Hepburn

Karp, Holman and Pickman also plan to confer with Audrey Hepburn on her forthcoming pictures for the company.

In London, the trio will check into the progress on the production of Ray Stark's "The World of Suzie Wong," starring William Holden and France Nuyen, being produced by Paramount British Pictures Ltd. in London and Hong Kong, with Jean Negulesco directing. They will also formulate plans for the impending production of the Bryanston-Paramount project "He Stole a Million," scheduled for imminent start in Spain and London.

In Paris, Karp and his associates will confer with Ingrid Bergman regarding her two Paramount pictures, "A Child Is Waiting," to be produced by Norman Panama and Melvin Frank, and "The Stepmother." Final discussions will be held with French principals on several projects for increased production at the Paramount Hollywood studio and in Paris.

Confabs in Continental Capitals

Meetings will be held in London with Fred Hutchinson, United Kingdom distribution head; in Paris with John Nathan, distribution head for continental Europe; and in Rome with Pilade Levi, general manager

for Italy. Karp, Holman and Pickman will discuss expansion of story procurement and talent acquisition activities with the corporation's production representatives abroad: Richard Patterson in London, Luigi Zaccardi in Rome and Edouard de Segonzac in Paris. Also participating in the meetings with the Paramount executives



Jerry Pickman Russell Holman

will be Howard Harrison, special representative of Paramount International Films.

Participating in the New York session with Karp, in addition to Balaban, Holman and Pickman, will be George Weltner, vice-president in charge of world-wide sales, and Paul Raibourn, vice-president. Discussions will center on the product recently completed at the Paramount Hollywood studios including the Marlon Brando picture "One-Eyed Jacks," "A Breath of Scandal," starring Sophia Loren, Maurice Chevalier and John Gavin; the Perlberg-Seaton production of "The Rat Race," starring Tony Curtis and Debbie Reynolds; Jerry Lewis' "Cinderfella," co-starring Ed Wynn and Anna Maria Alberghetti; and "Bay of Naples," produced by Shavelson and Rose and starring Clark Gable and Sophia Loren. Talks will also be held concerning the Alfred Hitchcock production, "Psycho;" "The Pleasure of His Company," being produced by Perlberg-Seaton; and various other projects being prepared for filming as well as important picture and talent negotiations now underway by the company.

McLendon Corp. Buys 2 N. Y. Radio Stations

Special to THE DAILY

BUFFALO, Jan. 3. — Radio stations WINE and WINE-FM, with studios in Williamsville, near here, are being purchased by the McLendon Corp., of Dallas, Texas, which operates a chain of six radio stations and a motion picture company, the latter in Dallas.

Application for approval of the sale has been filed with the Federal Communications Commission. WINE and WINE-FM are now owned by the Western New York Broadcasting Company, headed by John W. Kluge of Washington, D. C. He purchased the stations in 1957.

Alfred E. Anscombe, 1960 chief barker of Tent 7, Variety Club of Buffalo, is general manager of WINE and WINE-FM.

PEOPLE

Kenneth W. Bilby, who since September, 1954, has been in charge of public relations for NBC, and since November, 1957, executive vice-president, has been named vice-president of public affairs, of Radio Corporation of America.

□

Harold Gray is the new owner of the Glenn Theatre, Atlanta, having purchased it from William Greene.

□

David Weinstein has been named manager of the Beach Theatre, Atlantic City, N. J. The house is owned by George Schwartz.

□

Milt Gross, associated for many years in managerial capacities with circuits in California and Chicago, has been named house manager of Beverly Hills Music Hall, newest of the Rosener Theatres circuit.

□

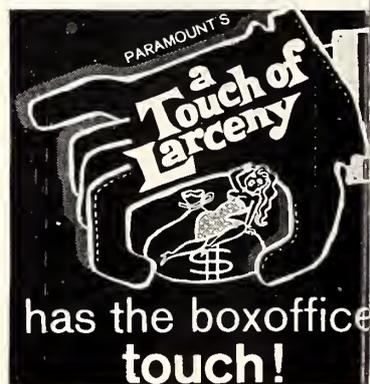
Gus Stierwald, of the Columbia Pictures exchange, New Orleans, has been re-elected president of Local B57, International Alliance of Film Exchange Employees. Other incumbents named were: Gladys Villars, MGM financial secretary; Marie Saucier, corresponding secretary; Anthony Tortorich, Allied Artists, sergeant-at-arms; Joseph Williams, International Screen Service, business agent. The only newly-elected officer is Walter Des Forges, of 20th Century Fox, who was named vice-president.

□

Sam Shubouf, manager of Loe Ohio Theatre, Columbus, has been named chairman of the Central Ohio Compo committee for a campaign opposing the enactment of amendments to the federal minimum wage laws.

□

Walt Meier, veteran showman and recently manager of the Imperial Theatre, Jacksonville, is the new manager of the 2,200-seat downtown Florida Theatre there known as the flagship of Florida State Theatres. Meier's place at the Imperial was taken by Florida newcomer, Art E. Castro, who had been associated with the Schine circuit in New York State.



Policy Changes Set for Col. Stations

Special to THE DAILY

SALT LAKE CITY, Jan. 3.—Columbia Pictures' recently acquired television and radio stations in Salt Lake will initiate some major policy changes in programming, effective Jan. 4, it was announced by Norman Pau, general manager of the two stations. The stations recently changed hands with the purchase from Radio City, Inc. New call letters are KCPX television and radio. They formerly were KUTV television and KDYL radio. Pau said that after Jan. 4 KCPX radio will carry NBC network programming only on Saturday. The station will replace them with "Big Show" which will originate locally. Changes in KCPX television programming are yet to be announced, but the station already is carrying the Parr Show for the first time in the area.

Will Have Seven Acts

The "Big Show" on radio will be composed of seven acts running from 6 a.m. until sign-off at 10 a.m. It will feature, five days a week, local personalities combined in a potpourri of news, music, sports, weather, public service programs in the main, according to Don Rennie, managing director. Rock and roll music will be featured over the station, he said. The local programming, basically, will consist of popular standards, million dollar sellers and mood music. On Saturdays, the network's Monday Night Football show will be featured. The network, however, will feed five-minute newscasts to stations every hour on the other weekdays.

Religious Programs Sunday

Monday mornings will be given over to religious programs, some of which are of network origin. Sunday afternoons will feature highlights of the "Big Show" broadcast during the week and in the evening classical music will be broadcast. The "Big Show" also will feature a return to radio of Tom Wayman after an absence of two years. Wayman, a disc jockey, formerly was program manager at KDYL and KTVT.

Television Today

Who's Where

The American Broadcasting Company Television Network Production Services Department, will be under the direction of Bernard I. Paulson, it was announced by Simon B. Siegel, American Broadcasting - Paramount Theatres, Inc., financial vice-president. The Production Services Department will report to Frank Marx, vice-president, along with Film Services, Videotape Services, Long Lines and Communications, Technical Operations and Engineering.

Jack Emanuel, formerly of Warner Bros. story department, has assumed the new post of executive story editor, Pacific Division, for the National Broadcasting Company. The announcement was made by Alan W. Livingston, vice-president in charge of programming for the Pacific Division, who said Emanuel will head the existing story department, be responsible for creative control over scripts for NBC-owned shows and serve as an adviser to the film department in all areas, including program development.

Kay Lenard President Of TV Branch, WGA-W

Kay Lenard has been elevated to the presidency of television-radio branch of the Writers Guild of America, West, succeeding Leonard Freeman, who has resigned to accept a post at Warner Brothers as a producer of theatrical motion pictures.

Miss Lenard has served the TV-radio branch as vice-president since last May, and prior to that time served as member of TV-radio board.

Goetz to Produce Two Biblical Dramas for ABC

William Goetz will produce two Biblical one-hour dramas for ABC Television for showing in the 1960-61 season, it was announced by Thomas W. Moore, ABC-TV vice president in charge of programming.

Based on the life of David, and filmed on location in Israel, the two productions will mark the entry into television of Goetz, veteran film maker who started in the motion picture business in Hollywood in 1924 with Corinne Griffith Productions.

Jones Leaving HarBel

Ike Jones, vice president and producer of HarBel, Harry Belafonte's independent motion picture producing company, is leaving the organization effective immediately, to return to his home base in Los Angeles, and join a newly formed film producing company in a similar capacity.

Rogers Asks Check on Broadcasting Abuses

From THE DAILY Bureau

WASHINGTON, Jan. 3.—A blistering report by Attorney General Rogers puts new pressure on the broadcasting industry and on government regulatory agencies to do something soon about recent broadcast scandals.

Rogers soundly berated the industry for rigged quiz shows, "payoff" deals and other "deceptive and corrupt practices," and equally sharply criticized the Federal Communications Commission and Federal Trade Commission for not having done more to clean up these conditions.

Requested by Eisenhower

The report was requested by President Eisenhower when the TV quiz scandals first broke. After receiving the report over the weekend, the President requested Rogers to continue to follow the matter and keep the White House informed of developments and needed action.

Existing law can cover almost all the troubles, Rogers said in his main conclusion. "The FCC and FTC appear to have authority adequate under existing law to eradicate most, if not all, of the deceptive and corrupt practices which have been disclosed—particularly if the agencies are accorded the full cooperation of the broadcast industry," he asserted. He implied criminal prosecutions may be coming under present law.

Urges 2 Changes Now

Rogers recommended only two specific legislative changes right now: that the acceptance of payoffs to push products without notification to the audience be made a Federal crime, and that the FCC be authorized to impose less severe sanctions than permanent license revocation on an offending broadcaster.

Rogers conceded the two regulatory agencies and the industry itself were taking some steps, but said "more timely and vigorous action" from both government and industry, itself, is needed.

Bob Hope to Be 'M.C.' For the Academy Show

From THE DAILY Bureau

HOLLYWOOD, Jan. 3.—Bob Hope will be master of ceremonies for 32nd annual Academy Awards show April 4, it has been announced by Arthur Freed, its producer.

Hope's selection as sole master of ceremonies for the 90-minute open-end "Oscar" telecast, which will be carried over the entire NBC TV and radio facilities and Canadian Broadcasting Corp., marks the eighth time the comedian has taken the MC's role for the presentation ceremonies since 1939.



National Pre-Selling

"THE LAST ANGRY MAN" starring Paul Muni, is deeply moving, personal drama of one man's integrity and its influence on the lives of the people he encounters "in the opinion of Ruth Harbert in the December issue of "Good Housekeeping." She says, "This picture will make you think, and is well worth seeing."

A striking page ad in two colors on "Never So Few," starring Frank Sinatra and Gina Lollobrigida, appears in the year-end, special two-in-one issue of "Life."

"Operation Petticoat," starring Cary Grant and Tony Curtis, receives an upbeat review in the December issue of "McCall's." This new U.I. film is breaking box office records at Radio City Music Hall.

The Jan. 5 issue of "Look" has a page photo of a dog placing a friendly kiss on a full grown cat as she closes her eyes seeming to fully enjoy the dog's affection. The scene is from Paramount's "Visit to a Small Planet."

The dog Skippy is a newcomer to films but Rhubarb, the cat, is a veteran, having appeared in 244 motion pictures.

The December issue of "Redbook" has an absorbing tape recorded interview with Mrs. Marlon Brando. This article provides the first reliable picture of Anna Kashfi's strange life and her even stranger marriage. Marlon Brando's next release is "One Eyed Jacks."

"Sapphire," the U.I. mystery film made in Britain, is recommended for mature teen-agers in the December issue of "Seventeen."

The British are renowned for solving murders even when the clues are slight. They also excel in making mystery films, and in our opinion "Sapphire" is one of the best.

"Operation Petticoat" was selected by "Parents" magazine for the December Family Award Medal.

WALTER HAAS



"AL CAPONE"

AND

(Rod Steiger)

"LITTLE CAESAR"

(Edward G. Robinson)

**IN
THE
MOST
FABULOUS
ROBBERY
THAT EVER
ROCKED
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MOTION PICTURE DAILY

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DL 87, NO. 2

NEW YORK, U.S.A., TUESDAY, JANUARY 5, 1960

TEN CENTS

Trade Jubilant

1960 Is Off to Big Start at Theatres Here

Reports from Other Cities
Also Indicate New Records

By SAUL OSTROVE

New Yorkers rang in 1960 by washing theatre records around Times Square and in the neighborhoods in one of the biggest weekends in local history, pointing to further word grosses for the week ending narrow.

Generally favorable weather and 11th-hour settlement of a proposed subway strike on New Year's were important contributors to Broadway's blockbuster business. Post-holiday sales commencing last Saturday at midtown department and specialty stores also brought hundreds of thousands of commuters to theatre territory.

"Ben-Hur" turned in \$37,190 for
(Continued on page 4)

Variety Club to Start

A full scale review of all tent projects, plans for Variety Week celebrations, and an interchange of information between newly elected members are among items scheduled at six regional meetings of Variety Clubs International. The first is scheduled for the Fontainebleau Hotel in Miami Beach starting today.

Others are set as follows: Jan. 13,
(Continued on page 5)

PCA's Certificate-Total Down 65

From THE DAILY BUREAU

HOLLYWOOD, Jan. 4. — The Production Code Administration issued certificates to 223 motion pictures during 1959, 65 fewer than in 1958, year-end figures compiled by the PCA showed yesterday. Break-

(Continued on page 4)

TELEVISION TODAY—page 6

New Film Deal Disturbs FIDO

By WILLIAM PAY

LONDON, Jan. 4.—Executives of the Film Industry Defense Organization were greatly disturbed today over a new deal whereby Associated Rediffusion, leading television program contractors, has acquired 55 British feature pictures made between 1948 and 1954. Associated stated that it intends to release films to theatres as well as to TV throughout the United Kingdom.

Control of the 55 pictures was achieved by Associated when it bought from John Woolf, chairman and managing director of Independent

(Continued on page 6)

\$500,000 Fox Drive For 3 Films on TV

20th Century-Fox has allocated \$500,000 for national television campaigns on three upcoming films aimed at the widest possible family audience. The pictures are "A Dog of Flanders," "Masters of the Congo Jungle," and "Sink the Bismarck," and the campaign allocations "are the largest in our history," according to Charles Einfeld, vice-president of the company.

Aimed to break across the net-
(Continued on page 6)



Charles Einfeld

U. S. Customs Denies Swedish Charge Of 'Double Censorship' of Pictures

The U.S. Customs Department labeled as false yesterday a charge by a Swedish film industry leader that American film importers cut scenes abroad to which they believe Customs will object, then illegally replace the scenes upon approval of the films in the United States. The cut portions are smuggled into this country, the Swedish executive asserted.

The denial came from an official in the office of Irving Fishman, deputy collector of restricted merchandise, to the "double censorship" accusation

Busy Year Ahead for Industry

Many Film Bills on New Congress Agenda

Minimum Wage Extension to Theatres, Hearings on Advertising Head List

From THE DAILY BUREAU

WASHINGTON, Jan. 4.—The session of Congress starting Wednesday could be one of the busiest ones in many years for the motion picture industry.

Both legislation and investigations affecting different branches of the industry are already on the agenda, and other matters will likely develop as the year progresses.

Hoover Didn't Mean MPA Members: Clark

By E. H. KAHN

WASHINGTON, Jan. 4.—FBI director J. Edgar Hoover could not have had member companies of the Motion Picture Association in mind when he attacked "obscenity and pornography" in motion picture advertising at the weekend as well as in comic books, magazines, and paperbacks, Kenneth Clark, MPA vice-president, said here today.

Clark, asked to comment on the Hoover pronouncement in the Janu-
(Continued on page 3)

New 'Obscenity' Bill Prepared in Columbus

Special to THE DAILY

COLUMBUS, O., Jan. 4. — City Attorney Russell Leach is preparing a new anti-obscenity ordinance, which includes motion pictures, to replace the present city law declared uncon-
(Continued on page 5)

Heading the legislative list will be the union-backed drive to put through a major expansion of Federal minimum wage coverage. Right now theatres are completely exempt both from
(Continued on page 2)

Hutner Named to Ad Post with Goetz Prod.

Meyer M. Hutner has been named a vice-president and director of advertising and publicity for William Goetz Productions, Inc., it was announced yesterday by William Goetz.

Hutner, national publicity director for Warner Bros. Pictures, Inc. will resign his post and assume his new duties on Jan. 18. He will headquarter here.

Hutner has held numerous executive positions since entering the film
(Continued on page 4)

Philippine Import Tax Reduced, 15.3 to 10.2%

From THE DAILY BUREAU

WASHINGTON, Jan. 4. — The Philippine Government's special import tax has been reduced to 10.2 per cent from 15.3 per cent as of Jan. 1, according to the Commerce Department.

The U.S.-Philippine trade agree-
(Continued on page 4)



Meyer Hutner

PERSONAL MENTION

BOB GOODFRIED, Columbia Pictures studio publicity manager, left Hollywood yesterday for San Francisco.

HARRY S. MANDELL, vice-president of Atlantic Pictures Corp., has returned to Hollywood from Okinawa.

M. A. LEVY, branch manager in Minneapolis for 20th Century-Fox, and **R. W. FAVARO**, publicity head, will leave there today for New York.

MRS. HERMAN EDEL has given birth to a son at New York Hospital here. Father is executive vice-president of Music Makers, Inc.

JEAN RENOIR, French director, arrived in New York from France yesterday aboard of "Queen Elizabeth."

MRS. MAURICE SILVERSTEIN, wife of the vice-president of M-G-M International, gave birth at New York Hospital here this week to a girl, **DIANE**, their third child.

JACK FINBERG, branch manager for United Artists in Cincinnati, has returned there with **MRS. FINBERG** from a Florida vacation.

ROBERT M. STERNBERG, president of New England Theatres, Inc., has returned to Boston from Hartford.

GEORGE ROSSER, booker for Martin

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • OINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE in Eastman COLOR
and the MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

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NEED A GODO TRAILER FAST?
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feel Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Fame, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 10

Film Bills Before Congress

(Continued from page 1)

the \$1 an hour minimum wage and the time and a half for overtime provision. A Senate labor subcommittee has already approved a bill including larger theatres and chains, and Northern Democrats are going to make an all-out election year drive to push this bill through. Exhibition groups are mobilizing to block the attempt, but face rough going.

The subcommittee bill would require firms with less than \$750,000 annual gross sales to pay the \$1 an hour minimum, but would keep them free from the overtime requirements. Larger firms, however, would immediately have to pay both the \$1 hourly wage and also time and a half for work over 46 hours a week. The wage would be gradually raised and the overtime requirement liberalized until by the fourth year they would have to pay \$1.25 an hour and time and a half over 40 hours a week.

Granahan Measure on Agenda

Heading the investigation list will be hearings by a House post office subcommittee headed by Rep. Granahan (D., Pa.) into the self-policing system in the film and publishing industries. Mrs. Granahan has charged that sex and violence have been overstressed in recent films and film advertising. Hearings will get under way late in January, with Motion Picture Association president Eric Johnston slated to testify Feb. 2.

Two Senate judiciary subcommittees studying proposed constitutional amendments to strengthen state powers in this field have so far been concentrating on pornography through

Theatres, Atlanta, has returned there from Jacksonville.

PETER S. ROSLAN, Universal regional manager, was in Cincinnati recently from Cleveland.

JOHN R. SHUMATE, pioneer sound engineer and now retired from Radio Corp. of America, has entered a hospital in Atlanta for treatment.

PHILIP A. WAXMAN, producer of "The Gene Krupa Story" for Columbia, has returned to Hollywood from New York.

ROBERT L. ROSEN, assistant to **HERBERT L. GOLDEN**, vice-president of United Artists, has become engaged to **GLORIA RAE SPERBER** of Gary, Ind.

OWEN VAUGHN, manager of the Peachtree Art Theatre, Atlanta, has returned there from Savannah, Ga.

the mails and have shown only slight interest in Hollywood productions, but could conceivably broaden their investigation this year if Mrs. Granahan seems to be hitting pay dirt.

A proposal by Rep. Smith (R., Calif.) that Congress go on record criticizing the industry for the quality of films it has been sending overseas has so far been pigeon-holed in the House foreign affairs committee, but could also be revived on short notice.

Allied to Try Again

Allied States Association can be expected to continue to press for some Congressional hearings on its charges of anti-trust division laxity in enforcing the Paramount Consent Decrees. However, there's no reason to believe Allied will get any farther this coming year than it did last year, when it received a polite brushoff from a Senate judiciary subcommittee headed by Senator Kefauver (D., Tenn.)

Distribution companies will continue to watch with close interest the progress of a bill tentatively approved by the House Ways and Means committee last year to ease the tax treatment of some overseas earnings. The Treasury Department is fighting for narrow tax relief, while business groups, including the Motion Picture Association, are seeking broad relief. The bill as tentatively okayed by the committee last year gives more relief than the Treasury wants but not as much as the film companies are seeking.

Harris Hearings Expected

House Commerce committee chairman **HARRIS** (D., Ark.) has promised hearings this year on his bill to give the Federal Communications Commission the same power to control wired pay television as it now has over broadcast pay TV. Industry officials can also be expected to push for legislation to ease small business taxes, liberalize Small Business Administration lending policies, and make restitution on damage claims overseas during World War II.

Right now no major move is expected to reduce still further the federal admissions tax, but undoubtedly such a drive will be made if other excise-taxed industries seem to be making headway in their efforts for tax relief.

MPA president Johnston will continue his fight to get larger appropriations for the informational media guaranty program, which underwrites convertibility of film company earnings in certain foreign countries. Congress showed little sympathy with this fight last year, however, and there's no reason to think it will be any more friendly in 1960.

Bishop Pike Praises 'Ben-Hur' and 'Beach'

Special to THE DAILY

SAN FRANCISCO, Jan. 4. — Warm approval of two current Hollywood films—"On the Beach" and "Ben-Hur"—was voiced in a sermon Sunday from the pulpit of Grace Cathedral by Bishop James A. Pike of the Protestant Episcopal Church.

"On the Beach" previously has evoked sharp disapproval from some religious leaders and the authoritative *Catholic World*, which refused to recommend the Nevil Shute story because of the mass suicide segment of the Stanley Kramer production.

Bishop Pike said of the two films "I like them both. 'On the Beach' is a religious epic that asks the ultimate question of life. It is possible to have a religious film with no religious value and it is also possible to have a motion picture containing a mention of religion that is deeply religious. 'On the Beach' has none of the simpler values of a religious film yet, to me, I repeat, it raises the ultimate question of life. 'Ben-Hur' more successfully than any obviously religious film portrays the meaning of our day."

O'Connell Succeeded by Griffen-Foley in Sydney

Frank O'Connell, correspondent for Quigley Publications in Australia for many years, has resigned that position and has been succeeded by J. Griffen-Foley of Sydney.

O'Connell, who worked for Columbia Pictures in that country also, leaving the film industry to take a position as assistant director of trade publicity in the Federal Government Department of Trade. He will reside in Melbourne for three years, then spend three years in London, and then return to Australia.

Griffen-Foley is a film critic for the *Sydney Daily Telegraph* and previously was for some years editor of *Film Weekly*, an Australian trade paper.

Monroe Goldstein, 72

LOS ANGELES, Jan. 4.—Monroe M. Goldstein, 72, prominent theatrical attorney here for the past 25 years, died at his Beverly Hills home on Saturday. Among his clients where Edward G. Robinson, Milton Berle, Mischa Elman, Joe Penner, Borrah Minnevitich and others.

Pickus on Visit Here

Albert M. Pickus, president of Theatre Owners of America, will arrive in New York today from Stratford, Conn., for a two-day visit during which he will meet and confer with home office executives of production and distribution companies.

Clark Replies

(Continued from page 1)

ary issue of the *FBI Law Enforcement Bulletin*, said: "We are as much against obscenity and pornography as Mr. J. Edgar Hoover. All we can say is that he can't be talking about MPA members. They submit their advertisements to the Advertising Code Administration for approval before they are published. This is a guarantee that these ads are not vulgar, obscene, or pornographic."

Hoover declared in the *Bulletin*: "Despite the splendid public service rendered daily by the overwhelming majority of advertising and entertainment executives, a small group of opportunists in these industries are degrading America and its youth. Our young people are literally bombarded with vulgar motion picture advertisements in some newspapers; certain movies have too often made good on the provocative promises in the advertisements; and profanity and rascality are the main ingredients of more and more screen offerings."

Cites 'Veil of Decency'

In the television industry, Hoover said, a few producers "sometimes break through the veil of decency as if some of them were trying to see just how much the public will stand." Without being specific, he mentioned the recent publicity "concerning some elements in this medium who have sacrificed scruples on the altar of monetary gain."

The FBI director warned all law enforcement officials that "the time for half-hearted, oblique action against dealers in depravity is past."

Fox Foreign Units Set Billing Record

Twentieth Century-Fox International and Inter-America organizations, under the supervision of Murray Silverstone, president of the company's foreign operations, achieved one of the biggest billings weeks in its history, in November, as a personal tribute to Buddy Adler, the studio's executive head of production.

The event, known as "Big Story Week," was climaxed by presentation at the studio this week of a leather tooled case to Adler containing 13 pairs of cuff links, symbolic of each overseas territory where the company has branches. The presentation was made by Leslie F. Whelan, 20th Century-Fox International publicity and advertising director in charge of overseas sales drives.

Buy Norelco Projectors

HOLLYWOOD, Jan. 4. — The Screen Directors Guild has purchased a pair of Norelco 70/35mm projectors, according to Niels Tuxen, manager of the Motion Picture Equipment Division, North American Philips Company, Inc., supplier of the Norelco projector, and Martin Sweeny of the Todd-AO Corporation, distributors of Norelco projectors.

Cleveland Critics Will Revive Annual Awards

Special to THE DAILY

CLEVELAND, Jan. 4.—The Critics Circle will hold an annual award dinner Tuesday, Jan. 19, at 6:30 P.M. in the Carter Hotel honoring the outstanding motion picture of 1959 and the showman of the year. The Critics Circle Award, first organized here in 1952 by the late Leonard Greenberger of the Fairmount Theatre, is being revived, after a six-year period of inactivity, as a memorial to him.

Jack Silverthorne, of the Hippodrome Theatre, is treasurer of the recently formed Leonard Greenberger Memorial Committee, headed by Frank M. Murphy, Loew theatre division manager, as chairman. Other members are: Dick Wright, Max Mink, Samuel Abrams, Marshall Fine, Jim Levitt, Irwin Shenker, Louis E. Weitz, W. Ward Marsh, Stan Anderson and Arthur Spaeth.

John Evans of Greater Union Theatres Dead

John Evans, vice-president and general manager of Greater Union Theatres, Australia, died Dec. 26 in Sydney, N.S.W., according to word received in New York by Capt. Harold Auten, American representative of G.U.T.

Evans, who had been a close associate of Norman B. Rydge, chairman and managing director of G.U.T., and a group of associated companies for many years, had been ill for some time. He last visited company executives in New York, Hollywood and London last spring in the course of one of the round-the-world trips he made from time to time. He had been associated with Greater Union practically all of his business life.

Private funeral services were held for the deceased in Sydney.

Eisenhower Trip Film Not for Theatres

From THE DAILY Bureau

WASHINGTON, Jan. 4.—The U.S. Information Agency plans to stick with its long-standing policy of refraining from releasing its films for commercial use in this country even in the case of the 40-minute documentary in color that it made of President Eisenhower's Asian tour.

USIA international film chief Turner Shelton also said today that no decision had yet been taken on permitting the U.S. Office of Education to make the film available to educational institutions in this country for non-commercial showings to school groups.

Ustinov Also to Direct

HOLLYWOOD, Jan. 4. — Peter Ustinov, already set to produce, write and star in the screen version of his own Broadway play, "Romanoff and Juliet," also will direct the picture, which will be made for Universal-International, it is announced by Edward Muhl, U-I vice-president in charge of production.

TOA Invites Questions On Bicks' Decree Talk

Members of Theatre Owners of America are invited to address questions, if they have any, on the industry consent decree comments of Robert A. Bicks, Acting Assistant Attorney General in charge of the anti-trust division, which were made at TOA's annual convention in Chicago in November.

Preemptive Rights a Factor

As reported in MOTION PICTURE DAILY at the time, Bicks had said the Department of Justice will continue to give consideration to proposals for production by divorced circuits but remains concerned over granting preemptive rights to the pictures to the circuit responsible for their production.

Bicks also told the convention the government may have been remiss in forbidding a divorced circuit from merging its theatre with an independent in a situation where both will go out of business as a result of the restrainer, leaving such situation without a theatre. Finally, he told the TOA meeting that the industry decrees do not bar a "bona fide adjustment to exhibitors who have licensed a film in competitive bidding and lost money as a result."

Prepared by Levy

The questions were prepared for Bicks by Herman Levy, TOA general counsel, who in a current report to TOA members invites questions after applying the effects of Bicks' comments "to your own situation."

Music Hall Bookings Set Through Easter

Radio City Music Hall has completed its schedule of film bookings through the Easter holiday period, Russell V. Downing, president of the theatre announced yesterday with the signing of M-G-M's "Home from the Hill" for the pre-Easter period and the selection of M-G-M's "Please Don't Eat the Daisies" as the 1960 Easter attraction.

Already announced were the next attraction, M-G-M's "Never So Few" and Columbia's "Once More, with Feeling," which will follow it some time in February.

No Hike in Admissions For Irish Theatres

From THE DAILY Bureau

LONDON, Jan. 2 (By Air Mail)—Despite the increases announced by the two major circuits—Rank and Associated British Cinemas in Northern Ireland are unlikely to raise their prices, declared George Lodge, chairman of the Ulster Cinematograph Exhibitors Association.

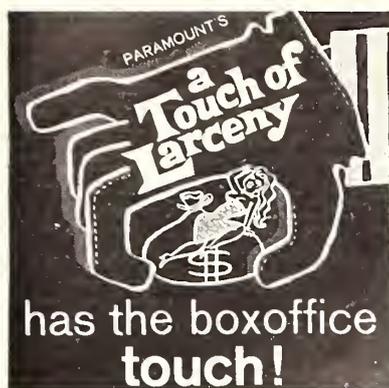
This decision by Irish exhibitors is governed by the fact that such a move would be inopportune in view of the recent introduction of commercial television in Ireland. This is expected to have effect on cinemas attendances in the initial months and an increase in seat prices at this stage might well cause a decrease in box-office receipts.

THE TENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 24th. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets \$4.00 each)



Hutner Named

(Continued from page 1)

industry. He joined Warner Bros. in 1956 as a special assistant for liaison with independent producers and a few months later was appointed national publicity director.

Prior to his affiliation with Warners he was advertising and publicity director for Samuel Goldwyn Productions and associate publicity director for 20th Century-Fox. Hutner, a veteran New York newspaperman, had been with the *New York Journal-American* and the *New York Post*.

Goetz, releasing through Columbia Pictures, has four films in various stages of production. These include two films currently being edited: "Song Without End" and "The Mountain Road" and two films slated for production during 1960: "The Time of the Dragons" and "Cry For Happy."

Philippine Tax

(Continued from page 1)

ment requires an annual reduction by 1.7 per cent, and complete elimination of the tax by 1966. The present drop of 5.1 per cent represents a return to normal after a temporary rise in 1959.

Fisher Starts Tour of Rocky Mountain Area

From THE DAILY Bureau

HOLLYWOOD, Jan. 4.—Ed J. Fisher, Columbia Studio publicity copy chief and national feature editor, left here today for a tour of the Northwest and Rocky Mountain areas, visiting newspaper editors, and radio-television station executives to discuss forthcoming Columbia product. Fisher visits San Francisco, Portland, Seattle, Vancouver, Salt Lake City and Denver.

He will huddle with Columbia branch managers and field men and leading exhibitors in each city that he visits. He returns here Jan. 16 where plans will be made for a second tour which will embrace the Southwest.

IA Charter for SMPAD

HOLLYWOOD, Jan. 4. — The Society of Motion Picture Art Directors, Inc., will receive its IATSE charter from IA president Richard Walsh at the installation ceremonies and dinner at the Masquer's Club Thursday.

1960 Off to Strong Start

(Continued from page 1)

the four days through Sunday, and the State Theatre anticipates a total gross of \$54,412 for the 12 showings through tomorrow.

At the State as well as at the Boyd in Philadelphia, and the Michael Todd in Chicago, extra chairs were put up in the orchestra to allow additional patrons to see "Ben-Hur," resulting in over capacity business.

At the Capitol, receipts for the first nine days of "Solomon and Sheba" reached \$181,130. The theatre reported a take of \$68,923 for the three-day weekend, Friday through Sunday.

'Petticoat' in Fifth Week

"Operation Petticoat" rolled up a record \$145,000 on its first four days of a fifth week at the Music Hall. Thursday's receipts of \$40,925 gave the showcase the biggest single day in its 27-year history, topping "Auntie Mame," 1958's Christmas picture, by over \$600. Indications are that the fifth week for "Operation Petticoat" will hit \$200,000, giving it close to \$1,000,000 through tomorrow.

"Li'l Abner," playing at the Roxy, drew a handsome \$68,923 for the three-day weekend, and at the De Mille, "Behind the Great Wall," in AromaRama, grossed \$9,000 last Saturday and \$31,900 for the week ended Sunday.

"Suddenly, Last Summer," broke the Criterion record for best business done in one day, Saturday, when it pulled in \$15,693. Three-day gross was \$37,808 and the film is headed toward the largest second-week gross in the theatre's history. At the Sutton, the same film grossed a big \$12,739 for the three days.

\$18,000 for 'Porgy and Bess'

Eight weekend performances of "Porgy and Bess," at the Warner, earned \$18,000 for the film, which is now in its seventh month there.

"The Gene Krupa Story" continued to do fine business at the Forum, with \$10,350 reported for the three days. At the smaller Guild, "The Mouse That Roared" completed its tenth week with its biggest gross to date, a grand \$20,356.

The Paramount had its biggest Saturday receipts in 10 years last weekend, when "Journey to the Center of the Earth" propelled the gross to \$18,546, pacing the picture to a total for the week of \$59,767, which exceeded the previous week's figure by \$6,000.

"On the Beach" established \$30,433 at the Astor for the three-day weekend, a record for the period, and \$93,764 for the nine-day period ended Sunday.

Big Weekend for 'Anniversary'

Well along in its run, "Happy Anniversary," at the Victoria, grossed \$13,442 from Thursday through Sunday.

In the neighborhoods, "Gigi," playing at 51 houses, completed its first six days with \$525,000, close to the mark set by "Cat on a Hot Tin Roof"

in a similar holiday situation last year. Holiday weekend business reportedly pushed the domestic rental income of "Gigi" to \$6,000,000.

Around the nation, holiday business was as spectacular as it was here. In Portland, for example, "Solomon and Sheba" broke an eight-year-old record at the Hollywood Theatre. New Year's attractions at all first-run Portland houses swelled receipts 25 per cent above the average holiday take.

New Orleans Houses Filled

In New Orleans, "Operation Petticoat," "Pillow Talk," "Never So Few," "The Miracle" and "Goliath and the Barbarians" all did excellently during the holidays, despite inclement weather on key dates.

Shor Theatre Holdings Involved in Deal

Special to THE DAILY

CINCINNATI, Jan. 4.—This city's Palazzolo family, whose theatre, restaurant, food and real estate interests extend over three states, have split their family partnership in a multi-million dollar deal. Three of the five brothers, Joe, Bill and Paul, have sold their equal shares in the family enterprises to the other two, Peter and Dominic.

Involved in the deal is the S & S Amusement Co., theatre chain which the family owns in conjunction with the Ruben Shor estate, plus several buildings. S & S operates conventional theatres and drive-ins in Ohio, West Virginia and Kentucky, including the local Twin Drive In and Keith's, Hyde Park, Esquire, Westwood and Western Hills theatres. Shor died of a heart attack here early last month.

Peter Palazzolo is president of Pal Brothers, Inc., holding company which controls most of the family interests. Since Shor's death he has devoted some time daily to the theatre operations, the extent of the family interest in which surprised members of the local film and theatre trade.

PCA Certificates

(Continued from page 1)

down figures for 1959 show 73 certificates issued to foreign-made films.

Of the total number of features to which certificates were issued, 181 were produced by American companies and 42 were produced by foreign organizations.

The number of feature motion picture scripts submitted to the PCA during 1959 was 254, a gain of eight over the figure reported for 1958.

Lippert Moves Today

LOS ANGELES, Jan. 4. — Robert L. Lippert and Associated Producers, Inc., will move into their own new building headquarters tomorrow, located at 5505 Wilshire Boulevard, here, from their former Culver City address. The new building will have screening rooms and editing facilities.

TENT TALK

Variety Club News

TORONTO — Peter Myers has succeeded Dan Krendel as a member of the crew of Variety Club of Toronto. Krendel, past chief barker, who has resigned, becomes a non-voting member of the crew.

△

CLEVELAND — Tent No. 6 held a successful New Year's Eve party at its clubrooms in the Tudor Arm Hotel. Some 65 members and guests attended the dancing, games and midnight buffet.

U. S. Customs Replies

(Continued from page 1)

York censors recently viewed a version of Ingmar Bergman's "Waiting Women," and that the print was cut by Customs before the State group had a chance to examine it.

Customs replied yesterday that exactly four and one-quarter feet of film from one reel was ordered removed because the frames showed "indecent exposure." Customs prohibited material which, under section 305 of the Tariff Act, it deems "obscene and immoral."

"Waiting Women" was first released in Sweden seven years ago. In 1955 Svensk Filmindustri tried to export the film, but U.S. Customs, Dymlyn charged, "cut it to pieces," precluding its showing here.

Customs denied not only the "cut to pieces" charge, but also declined to call its duties censorial. The Department explained that all foreign motion pictures received in this country are subject to examination whereupon an importer has two alternatives after he has been notified the film he seeks is unfit for import.

The importer can re-export the picture or he can "request" Customs to delete prohibited footage, thus legalizing the film's entry. The second alternative is invariably chosen by American importers, Customs said.

The Department, it was added, employs three civil service workers to screen films.

'Heller' Title Change

"Heller in Pink Tights" is the final title for Paramount's film starring Sophia Loren and Anthony Quinn to be released nationally in March.



V.C. Meetings

(Continued from page 1)

the Statler Hotel, Buffalo; Jan. 15, the Netherlands Plaza Hotel, Cincinnati; Jan. 18, The Gayoso Hotel, Memphis, Tenn.; Jan. 20, The Nicollet Hotel in Minneapolis and the final meeting at the Olympic Hotel in Seattle on Jan. 22.

The International organization will be represented at each session by chief barker George Eby, first assistant chief Eddie Emanuel an executive director George Hoover. The trio will be joined by other International officers from the various areas.

The Miami meeting will bring together the chief barkers of New York, Philadelphia, Charlotte, Atlanta and Jacksonville. The Buffalo sessions will have the chief barkers of the Albany, Toronto, Boston and Cleveland tents. Chief barkers from Baltimore, Washington, Indianapolis, Dayton and Pittsburgh will attend the Cincinnati meeting. The Memphis tent will be led by chief barkers from Dallas, Houston, New Orleans, St. Louis and Oklahoma City. In Minneapolis, chief barkers from Grand Rapids, Detroit, Chicago, Des Moines and Milwaukee will attend the fifth session. On the West Coast, chief barkers from Los Angeles, Las Vegas and San Francisco will attend the last regional meeting in Seattle.

Jimmy Fund Success

BOSTON, Jan. 4. — Final figures released today by Ted Williams, Joe Bonin, William Koster and James Mahoney reveal that more than one-half million dollars was donated by the general public for the 1959 Jimmy Fund Drive. The entire amount of \$52,255 has been deposited by treasurer Michael Redstone in the First National Bank of Boston, and is now being put to use in the research program going on in the Jimmy Fund building.

Continental Expands

Continental Distributing, Inc., in its second expansion move within three years, has taken over the entire third floor of 1776 Broadway, tripling the space the organization occupied at its former quarters, it was announced by president Irving Wornat. Walter Reade, Jr., chairman of the board of Continental, will make his New York headquarters in the new offices.

FEATURE REVIEWS

The Atomic Submarine

Gorham—Allied Artists

HARTFORD, Jan. 4

The first picture concerned with the fabled exploits of the nation's latest undersea craft, this Gorham production, released under the AA banner, should be pre-sold wherever headline-conscious audiences reside.

Alex Gordon produced, with Henry Schrage as co-producer, and Jack Rabin, Irving Block and Orville H. Hampton as associate producers. Spencer G. Bennet directed from a Hampton screenplay and principal roles are assigned to Arthur Franz, Dick Foran and Brett Halsey.

The straight-a-way screen story, thankfully ignoring the trifles and irrelevancies that can conceivably slow down any theme bordering on the patriotic, has to do with the dangerous mission of the atomic submarine, the Tiger Shark, assigned to search out and, if possible, destroy the unknown enemy object which has been raising havoc with sea craft in polar waters. When the Tiger Shark's radarscope records a bright, radio-active type splotch, it's realized that the crew is about to encounter a weapon about which too little is known. A game of "hide and seek" leads to a dramatically compelling finish. Running time, 73 minutes. General classification. Release, in January.

A.M.W.

The Purple Gang

Parsons—Allied Artists

HARTFORD, Jan. 4

Lindsay Parsons, whose Allied Artists releases have long garnered critical and audience acclaim for their briskness of approach and topical subjects, has turned engrossing attention to Detroit's fabled Purple Gang, the Motor City juvenile mob which emerged as one of the country's most feared band of racketeers.

The Jack DeWitt screenplay was written with no punches pulled, and Frank McDonald's direction, the combined talents of Barry Sullivan, Robert Blake and Elaine Edwards, plus the distinctive photography of Ellis Cantor, bring the property to the screen with considerable impact. Judging from the market receptivity to AA's "Al Capone," this latest production figures to take good care of itself in all situations.

Sullivan, who's alternately played both hero and villain over the years, portrays the police officer assigned to smash the hoodlum gang headed by Robert Blake. Miss Edwards is seen as Sullivan's wife, who loses her unborn baby, goes mad and dies after gangsters attempt to intimidate the police drive through her husband. Blake and his cohorts get their just reward at the bittersweet fadeout. Running time, 83 minutes. General classification. Release, in January.

A.M.W.

A Dog's Best Friend

Premium—United Artists

HARTFORD, Jan. 4

This Premium Pictures, Inc., presentation, listing Robert E. Kent and Edward L. Cahn as producer and director, respectively, is primarily concerned with the mutual trust and admiration by an orphan boy and a wounded, starving dog he finds in the hills near the ranch home of Bill Williams and Marcia Henderson, his foster parents.

The plot premise takes on dramatic significance when the pet happens across a gun which had been used in the unsolved murder of a recluse. And when Deputy Sheriff Charles Cooper learns that the dog has found the gun, he goes after both the boy (winsome Roger Mobley) and the dog in a deserted part of the woods. Cooper and an associate, it is learned, had killed the recluse.

After a desperate chase, Williams and the conscientious law element in the region arrive in time to save the boy and the dog. Orville H. Hampton's script points the fadeout to happy family times.

Production effects, of course, are designed with youthful viewing primarily in mind. Location footage, incidentally, is concentrated in the picturesque little San Fernando (Calif.) Valley community of Calabasas. The rolling hills and wooded countryside lend themselves well to the wistful-little-boy charm of the main story theme.

Running time, 70 minutes. General classification. Release, in January.

A.M.W.

Sullivan Services

GREENWICH, Conn., Jan. 4.—A memorial service was held here today for Margaret Sullivan, stage and screen actress, at Christ Protestant Episcopal Church. Miss Sullivan died suddenly on Friday in New Haven, where she was appearing in a new play being tried out prior to a Broadway opening. Among the films the actress starred in were "Only Yesterday," "Three Comrades," "Shop Around the Corner," "The Mortal Storm," and "Back Street." Her last picture was "No Sad Songs for Me," which was produced in 1950.

Nash to Make Tour

Johnny Nash, who makes his motion picture debut in Hecht-Hill-Lancaster's "Take a Giant Step," will begin a tour of major Eastern cities next week on behalf of the United Artists release. The young recording star first engages in an intensive schedule of newspaper, radio and television interviews and personal appearances in Boston, where he will fill a nightclub date at Blinstrom's scheduled for a week beginning Jan. 11.



Obscenity Bill

(Continued from page 1)

stitutional by Municipal Judge William T. Gillie.

Judge Gillie ruled the city ordinance is unconstitutional since it does not require the accused to have knowledge of obscenity in the magazines sold or films exhibited. He also pointed out that the city ordinance conflicts with a similar state law which requires that accused persons have knowledge of the obscenity of magazines, films, etc. sold or exhibited.

Judge Gillie's decision closely paralleled a U. S. Supreme Court decision throwing out a case against a Los Angeles newsdealer because the Los Angeles ordinance also omits the requirement of knowledge. Gillie made his ruling in a case involving a local newsdealer.

Leach said the newly-drafted ordinance will contain the "knowledge" clause. Under the new law, if adopted by City Council, burden of proof of "knowledge" will be on the prosecution.

Motion pictures have been included in the anti-obscenity law since September.

King Bros. Prods. Nets \$75,384 in Fiscal '59

From THE DAILY Bureau

HOLLYWOOD, Jan. 4.—Net profit after taxes of \$75,384 on film earnings of \$757,147 is reported by King Bros. Productions, Inc., for the fiscal year ended Aug. 31, 1959.

Distribution expenses amounted to \$400,358, including distributors' commissions of \$249,767. Current assets aggregated \$1,037,377, against current liabilities at \$127,195.

In a letter to stockholders, Frank King, president, reports the company is considering entering television production with pilots based on its properties "The Stormy Age" and "The Adventures of Sinbad" being contemplated.

New Title for Liszt

"Song Without End," the story of Franz Liszt, has been set as the new title for "Crescendo." The story of Franz Liszt, the William Goetz production for Columbia Pictures. Filmed in CinemaScope and color, it is scheduled to be released nationally in the spring.



Television Today

The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Ray Crippen, Daily Globe, Worthington, Minn.: Television is still not diligently pursuing what will ultimately become its reason for being and its most valuable function—a news and information medium. The coverage of Premiere Khrushchev's visit was excellent and an indication of what can be done. Television's entertainment role is secondary.

Campbell Titchener, Rockford Register-Republic and Morning Star, Rockford, Ill.: TV continues in the sad habit of unimaginative programming and everyone-jumping-on-the-bandwagon. Westerns look good—a dozen westerns appear. Quiz shows are popular—everybody gets out a new quiz show. TV is scared to try anything new, it seems. Even the better shows such as Playhouse 90 get bogged down in series of endless tense dramas. TV needs fresh ideas and someone to try them.

Fred Remington, The Press, Pittsburgh, Pa.: TV appears to be on a self-improvement kick which is all to the good. Its general content is too trivial, too violent, too artificial. But there are strong indications it is taking a new hard look at itself in light of the quiz show scandals.

Raymond Lowery, The News and Observer, Raleigh, N. C.: Viewers aren't as concerned about fraudulent TV practices (rigged quiz shows, payola, etc.) as they are about an improvement in program quality. Much of the cheap, assembly line filmed product will have to go—and regular programs assume the quality of the periodic "specials"—or else! Summer programming is appalling! If it doesn't improve next summer, commercial TV is through.

Don E. Thornton, St. Joseph News-Press, St. Joseph, Mo.: Am still hoping to see the end of the TV western trend—especially those using unique weapons! Best new series thus far is Rod Serling's "Twilight Zone" which

Fox TV Drive

(Continued from page 1)

works two weeks in advance of key city playdates, each "TV saturation plan" will be modeled after the successful "Journey to the Center of the Earth" campaign, he said.

Twentieth-Fox's regional advertising-publicity force will work with television stations and personnel supplying them with special "message" TV trailers, in addition to the regular series, much as theatres use cross-plugs and standard theatre trailers.

"Dog of Flanders," which won the *Parent's Magazine* medal for family entertainment, will be introduced to the family audience of America by David Ladd, starring in the Robert Radnitz production, who describes the story of a boy and his dog. The regular set of trailers will be included.

Separate Sets for 'Bismarck'

"Sink the Bismarck" will likewise have separate sets, one of which will be of famed newscaster Edward R. Murrow, re-creating the harrowing story of the German juggernaut. Murrow is seen in the film.

The third, "Masters of the Congo Jungle," will utilize a "surprise trailer" in addition to the standard series.

is very well done. The great number of the so-called "spectaculars" is appalling to me. Many of them aren't worth watching. Still think we need more public information shows such as CBS is presenting.

Irving H. Havens, Pawtuxet Valley Daily Times, West Warwick, R. I.: Some of these so called "fixed quiz shows" could and should have been left alone, seeing what has replaced some of them. Murders, fights, violence of all kinds just when children are watching TV and getting ideas that they shouldn't get.

Harry Schreiner, National Tattler, Toronto, Canada: Musical Shows—music drowns out vocalists in most cases. Commercials—most poor, misleading. Announcers—diction and pronunciation forgotten these days. Network competition: unfair to viewers—to many good shows compete in similar time slots.

Nick Kenny, New York Mirror, N. Y.: Most TV series need better writers. Too many rehashes on TV today.

Tony Davenport, Hartford Times, Hartford, Conn.: Too much me-tooism. Lack of taste and imagination due in large part to sponsor control of programming. Encouragement of writing, production talent should be fostered by a return of absolute control to networks.

U.K. TV Deal

(Continued from page 1)

ent Film Distributors, Ltd., his entire stock in that company. A number of films previously held by Major Daniel Angel were included in the deal, which reportedly involved around £200,000 (\$560,000). Such top films as "African Queen," "Richard III," and "Moulin Rouge" are part of the package.

Woolf said today that these arrangements do not affect his control of the production companies, Romulus Films and Remus Films.

While Associated said it would continue to operate Independent Films as a theatre distributing company, there will no longer be any link with British Lion Films, Ltd., as previously.

Paul Adorian, manager director of Associated, questioned on the implication of his deal regarding FIDO and the company's future relations with exhibitors said, "This is the biggest batch of postwar British films yet sold to the TV networks. Regarding exhibitors trading with Independent, that is for them to decide."

FIDO is expected to meet on the matter at an early date.

FCC Submits New Plan Of TV-Station Spacing

From THE DAILY Bureau

WASHINGTON, Jan. 4.—The Federal Communications Commission will consider "interim" assignment of Very High Frequency television stations at shorter co-channel separations than the minimum spacings stated in the rules. It invites comments by Feb. 19 on proposed criteria to govern these assignments.

Under these proposals, the FCC would consider the short-spaced VHF assignments "in a limited number of important TV markets—not yet designated—where such action would make possible a third (in some cases a second) local VHF outlet."

In selecting specific markets, the FCC proposes to include "only markets where the need for additional service outweighs the need for any service lost as a result of interference to existing stations."

The Commission will also require that the new VHF service avoid "substantial adverse effect upon established Ultra High Frequency services" and that such new assignments would not require an excessive number of channel changes of existing stations.

FCC also proposed adoption of new TV propagation and interference curves, revised definitions of service areas, and reduction of the minimum VHF adjacent channel separations from 60 to 40 miles.

Commissioners Bartley and Lee dissented from the proposals which were approved by Chairman Doerfer, and commissioners Ford and Cross.

Yazoo City House Burns

YAZOO CITY, Miss., Jan. 4.—The Palace Theatre here burned to the ground of New Year's Day. No estimate of total damage was available.

PEOPLE

John F. Whicher, of Sargoy Stein, industry attorneys, will appear in the role of Scaphio in the forthcoming production of the Gilbert and Sullivan light opera, "Utopia, Limited," which the Village Light Opera Group, Ltd., will present for the benefit of the Fountain House at the Xaxier Theatre, here on the evening of Jan. 14, 15 and 16. Whicher has been a member of the well-known musical group for the past several years.

N. P. "Red" Jacobs, president of Favorite Films of California, has purchased the Westlake Theatre building, Los Angeles, and assumed active operation on Dec. 30. The deal was consummated with Fox West Coast, which operated the 1,900-seat house for many years.

David Rose has joined the West Coast creative staff of Charles Schlarfer & Co., advertising agency of New York and Los Angeles. Rose formerly was art director of Warner Brothers Records, also of Cunningham Walsh, Los Angeles, and staff artist at Walt Disney Studios. He also served under Frank Capra in the Educational and Information Section of the U. S. Army during World War II.

Walt Meier, manager of the Florida Theatre, Jacksonville, is acting as motion picture news commentator of Radio Station WPDQ in that city.

Eastman Sets Big Budget For '60 Improvements

Special to THE DAILY

ROCHESTER, N. Y., Jan. 4.—The Eastman Kodak Company plans to invest about \$67 million in capital improvements during 1960, it was announced today by Thomas J. H. grav, chairman, and Albert K. Chan, president. The amount Kodak's largest budget for additional replacements, and improvements in U.S. facilities. About \$61 million was budgeted for these purposes in 1959.

During the past five years Kodak has invested more than \$270 million for capital improvements. Of that more than \$150 million has been spent on facilities here. All expenditures have been made on a pay-as-you-go basis and the company remains debt-free, it was pointed out.

Music Drive for 'Beach'

United Artists is launching a sheet music campaign for Stanley Kramer's "On the Beach," covering 15,000 record and music stores, department stores and retail outlets throughout the country. UA fieldmen will coordinate the music promotion in principal cities.

All
the News
That
Is News



MOTION PICTURE DAILY

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L. 87, NO. 3

NEW YORK, U.S.A., WEDNESDAY, JANUARY 6, 1960

TEN CENTS

Britain

Angel Defends Sale of Films to Television

As He Will Refer Any Boycott Threat to Lawyers

By WILLIAM PAY

LONDON, Jan. 5.—“I have good news.” This was the comment to prominent film producer Majoriel Angel, when asked what he would do in the event of a boycott of future theatrical films by exhibitors as a result of the sale of some 40 of his old films to a television distributor.

The Angel pictures were included in a group of 55 British pictures made between 1948 and 1954 just acquired by Associated Rediffusion, leading TV gram contractors from Independent. (Continued on page 6)

When Named Warner Ad-Pub Head

Charles Cohen has been named as new advertising and publicity manager for Warner Bros. Pictures, a position vacated by Kalmen Lasker, the company's executive vice-president.



Charles Cohen

When, who had worked for 17 years at Warner Bros. as New York publicity manager, before being named Eastern advertising manager two years ago.

Member of the industry for 25 years. (Continued on page 6)

VISION TODAY—page 6

Public Demonstrations of Telemeter Start This Week in Canadian Project

Special to THE DAILY

TORONTO, Jan. 5.—Public demonstrations of Telemeter are to start this week. It will be almost mid-February, however, before the actual transmissions from the Telemeter studio get officially underway.

Advertising, meantime, for the new project, being introduced in this country by Trans Canada Telemeter, a subsidiary of Famous Players (Continued on page 6)

Memphis Names All-New Board of Film Censors

Special to THE DAILY

MEMPHIS, Jan. 5. — A new board of motion picture censors was named today by Mayor Henry Loeb. They are: Judson McKellar, account executive; Fred Morton, union labor leader; Eugene Bearman, attorney; Mrs. Richard Towne, housewife; and Mrs. P. M. Wiebenga, wife of a police inspector. None of the present members were re-appointed.

Say 'Sheba' and 'Beach' Pace 1960 for U.A.

The “shattering” boxoffice success around the world of Edward Small's “Solomon and Sheba” and Stanley Kramer's “On The Beach” indicates that in 1960 United Artists is heading for the best year in its history, it was said. (Continued on page 6)

Gov. Rockefeller's State Minimum Wage Plan Worries Theatres As Legislature Convenes

Special to THE DAILY

ALBANY, Jan. 5.—Theatre representatives in this vicinity were as much disturbed by Governor Rockefeller's proposal for state legislation establishing a minimum wage of \$1 an hour for an estimated 2,000,000 workers not covered by Federal minimum wage legislation as by anything else facing them in the new session of the Legislature which opens tomorrow.

It was stated that the proposed legislation would be very damaging to small theatres employing part-time workers as ushers, concessions stand attendants and the like. Although details of the new minimum wage legislation are not known, it was assumed they would cover such part-time help, particularly in view of the fact that the only exceptions which have been mentioned were farm workers and domestic help.

Other measures affecting the industry which will come before the Legislature for action are described on page 3, this issue of The DAILY.

Won't Secede

Jersey Allied Asks National Board Meeting

Wants Future Course of Group Defined by Feb. 6

Allied Theatre Owners of New Jersey at a membership meeting held here yesterday called for a meeting of the board of directors of national Allied at the earliest possible date and not later than Feb. 6 to discuss the national organization's future course and its relations with other industry organizations and individuals.

While there had been some indication in advance (Continued on page 3)



Sid Stern

Fox Begins Sales Meet Here Today

The largest post-war sales meeting in 20th Century-Fox history gets underway here today to begin the 45th anniversary celebration of the company.

Twentieth's entire force of U.S. and Canadian branch and regional advertising executives will be here. (Continued on page 6)

Adler Will Address Exhibitors at Dinner

Buddy Adler, executive head of production for 20th Century-Fox, will address leading exhibitors from all over the country at a special dinner (Continued on page 6)

Present First Check Under Pension Plan

From THE DAILY Bureau

HOLLYWOOD, Jan. 5.—Sam Polo, 87, became the first of 535 qualified retirees to receive motion picture industry pension plan benefits today with the initial \$75 check presented to him at the office of the Association (Continued on page 2)

TV Stations Appoints Branson Vice-President

Walter E. Branson has been appointed vice-president of TV Stations, Inc., national, station-owned film buying organization now servicing over 100 markets, it was announced yesterday. (Continued on page 6)



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Complete facilities for every film
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PERSONAL MENTION

JAMES H. NICHOLSON, and **SAMUEL Z. ARKOFF**, heads of American International Pictures, will leave Hollywood next week for London and Rome.

ADOLPH SCHIMMEL, Universal vice-president and general counsel, will leave New York today for Europe.

PANDRO S. BERMAN, producer of M-G-M's forthcoming "Butterfield 8," and **DANIEL MANN**, director, have arrived in New York from the Coast.

MRS. AL ROSENBERG gave birth this week to a son, **JEFFREY CHRISTOPHER**, at Jamaica Hospital, Queens. Father is a member of the sales department at United Artists Records.

WELDON WATERS, branch manager in Cincinnati at 20th Century-Fox, and **J. E. WATSON**, advertising manager, have arrived in New York from Ohio.

JAMES LARKIN, theatrical representative for B.O.A.C. will leave here today for Washington.

JAMES STEWART, now in Princeton, N. J., from the Coast, will come to New York later in the week.

MRS. CHARLES KARR, wife of the head of the Atlanta office, Martin Theatres, is recuperating at her home following hospitalization.

'Beach' Record in S.F.

Stanley Kramer's "On the Beach" for United Artists release set a new all-time theatre record at the United Artists Theatre in San Francisco, with a huge first week gross of \$35,182, it was announced by William J. Heine-man, UA vice-president. The old theatre mark was \$29,802, for a seven-day period.

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MPAA Product Drive Is Gaining Momentum

The "1960—The Big Year of Motion Pictures" campaign, initiated by the Motion Picture Association advertising and publicity directors committee, is gaining momentum across the United States, the committee announced yesterday.

Ted Baldwin, MPAA campaign coordinator, who called on the advertising and publicity chiefs of the leading theatre circuits in the New York area, has received indications of all-out support and cooperation from Ernest Emerling, Loew's Theatres; Harry Mandel, RKO Theatres; Harry Goldberg, Stanley Warner; and Edward L. Hyman, American Broadcasting-Paramount.

Have Promotion Kits

The circuit executives have received complete promotion kits and are sending the material to their theatre managers and publicity contacts, with covering letters requesting that every effort be made to make the best possible use of the material in their respective markets.

Exhibitors are putting the promotion material to work with their local press, radio and TV contacts. Tear sheets and clippings are coming in from many of the 146 key newspapers contacted by COMPO's field representatives.

All of the national and many local exhibitor associations also are backing the campaign.

Promotion kits have been sent to all of the MPEA foreign offices. Roland Thornton of the London office already has put several of the feature stories to good use and has had an excellent pickup in the London press, it was stated.

Levine, Doll to Tour

Joseph E. Levine, president of Embassy Pictures Corp., and Bill Doll, publicity vice-president, will leave next week on an extended coast-to-coast promotion and publicity tour on behalf of Levine's "Jack the Ripper," being released by Paramount. They will visit Philadelphia, Baltimore, Washington, Pittsburgh, Buffalo, Cleveland, Detroit, Cincinnati, Indianapolis, St. Louis and, in subsequent weeks, an additional ten cities. The tour will wind up Feb. 5 in Los Angeles. "Jack the Ripper" opens Feb. 17 in over 700 theatres throughout the U.S.

'Ben-Hur' in San Juan

The Latin American premiere of "Ben-Hur" has been set for San Juan, Puerto Rico, on March 30. It will bow at the Metropolitan Theatre in the island capital, marking the second overseas opening for the film, now showing at the Empire Theatre in London.

FOR THE RECORD

"Some Came Running," the Sol C. Siegel production distributed by M-G-M last year, was inadvertently omitted from the list of 1959 pictures which brought in domestic grosses of over \$4,000,000, published in The DAILY Monday, Jan. 4.

A. L. Royal Named in Under-Reporting Actions

Percentage under-reporting actions have recently been filed by three distributors against Alexander Lloyd Royal, doing business as Royal Theatres, in U.S. District Court at Meridian, Miss.

Loew's, Universal and Columbia charge in their separate complaints that understated box office returns were made on percentage pictures exhibited at the Royal Theatre in Meridian, the Royal Music Hall, Jackson, and the Rebel (formerly the Ritz) Theatre in Hattiesburg, Miss., during the past five or six years. Damages are claimed in excess of \$10,000 in each case.

Plaintiff distributors are represented by Wells, Thomas & Wells of Jackson, Miss., and Sargoy & Stein of New York.

Russian 'Swan' to Bow At Normandie Jan. 25

"Swan Lake," the Russian film in color starring the Bolshoi Ballet, which Columbia Pictures is releasing here under the cultural film exchange agreement between the United States and Russia, will have its premiere in New York at the Normandie Theatre on Monday evening, Jan. 25. Announcement was made yesterday by Rube Jackter, vice-president and general sales manager of Columbia, and Thomas Rodgers, vice-president of Trans-Lux Theatres.

"Swan Lake" will be the first of the film exchange program to be shown in New York. It was photographed in its entirety by nine color cameras during a performance at the Bolshoi in Moscow.

DGA Dinner Slated

HOLLYWOOD, Jan. 5.—The annual awards dinner of Directors Guild of America will be held at the Beverly Hilton Hotel Feb. 6, Frank Capra, Guild president, announced today. Highlight of the event will be the presentation of the "most outstanding directorial achievement for 1959" award. Other presentations include "1959 television film directorial award" and "the motion picture critic's award." Awards for "directorial achievement" are selected from films nominated and screened by membership at the Directors Guild Theatre.

Pension Check

(Continued from page 1)

of Motion Picture Producers. The remainder of the group will receive their checks in the mail.

Polo, who continued his work as a make-up artist and hair stylist in recent months, was the oldest member of industry to retire under the plan and was handed his check in a ceremony participated in by Richard Walsh, international president of IATSE, who flew from New York for the event; Jack L. Warner, president of Warner Bros., and AMPP officer Y. Frank Freeman, board chairman. B. B. Kahane, vice-president; St. Broidy, vice-president; Charles Boren, executive vice-president.

482 Men, 53 Women

The 535 retirees included 482 men and 53 women, who averaged 70 years of age. An additional 600 industry veterans have qualified for pension benefits but elected not to retire at the present time.

The largest number of retirees in a single craft was 87 men and 10 women in the property craftsmen's Local 44.

The pension plan was created in 1953 when first payments into the fund were made by employers. A year later employees began contributing to the plan and today over \$17,000,000 has been accumulated. The plan includes over 33,000 participants.

Expect 900 Retirees in 1960

It is expected that in 1960 approximately three-quarters-of-a-million dollars will be disbursed to about 900 retirees.

Questioned before the ceremony on IATSE's plans for use of monies expected from present demands for producers for post-'48 films released to television, Walsh stated that the money would go into the pension fund.

Smell-O-Vision! Bows Tonight in Chicago

Special to THE DAILY

CHICAGO, Jan. 5.—The world premiere of Michael Todd, Jr.'s "Smell of Mystery," first film in the Smell-O-Vision! will be held here tomorrow night at the Todd Cinestage Theatre. The \$2,000,000 comedy-mystery was filmed with the new Todd Process Camera on 70mm color film and is the first motion picture to use eight channel sound.

Todd and Elizabeth Taylor, co-sponsors of the premiere, will participate in tonight's festivities, which include open air entertainment on the stage under the marquee of the Cinestage Theatre before the showing and supper at the Ambassador Hotel after the show. Stars of stage, screen and television will attend the suppe

Records Fall in Texas, Solomon Leads Field

Special to THE DAILY

DALLAS, Jan. 5. — Theatre attendance records throughout Texas continued to fall in the wake of one of the greatest holiday periods in the history of the Lone Star State. The Trans-Texas circuit enjoyed the biggest two weeks in its seven-year history at the end of 1959, Norm Johnson, Trans-Texas general manager today. Top honors went to "Solomon and Sheba," now playing at the Ori Theatre here. The 1,550-seat theatre played to 28,000 in its first week at road show prices and continuous showings, the biggest business the house in its 30-year history.

'Petticoat' Sets Mark

At Interstate theatres, "Operation Petticoat" opened New Year's Eve and broke all existing house records at the Palace Theatre for a three-day period. "Ben-Hur" played to capacity at the Tower Theatre on a reserve road show policy and is running ahead of "Around the World in 80 Days," which ran 49 weeks there. Other new films doing excellently are "Never So Few," "Porgy and Bess," "It Happened in Rome," and "Too Many Crooks."

Cleveland Critics Call 'Anatomy' Best of '59

Special to THE DAILY

CLEVELAND, Jan. 5.—"Anatomy of a Murder" has been voted the best picture of 1959 by the Cleveland Critics Circle, and Otto Preminger, producer-director, is expected to be on Jan. 19 to accept the Critics' Award at a dinner to be held in the Sheraton Hotel. It is also expected that the guest list will include actor-lawyer Joseph Welch, Columbia executives and several film personalities. The motion picture critics of the local dailies voted. The decision, however, was not unanimous. Ward Marsh of the Plain Dealer chose "How to Succeed in Business Without Really Knowing It" as his number one choice.

Will Cite Top Showman

The Cleveland Critics Circle Award dinner on Jan. 19 will also present an award to the outstanding showman of the year. He is selected by a group of exhibitors, exhibitors and advertising executives, but the winner's name will be kept secret until the dinner. The Cleveland Critics Circle Award is sponsored by the Leonard Berenson Memorial Committee headed by Frank M. Murphy, Loew theatre division manager, chairman.

N.J. Allied Asks Board Meet

(Continued from page 1)

of yesterday's meeting the New Jersey Allied might adopt a drastic course of action in its relations with the national organization, Sidney Stern, Jersey Allied president, said following the meeting that there was no sentiment at the meeting in favor of withdrawal from the national organization, nor was there any dissent with the action taken yesterday.

"No one feels we should do without the national organization," Stern said, "but we do want it to be strong and healthy."

The meeting adopted a resolution calling for the early meeting of the national board and dispatched copies of it by wire to Al Myrick, national Allied president, and Abram M. Myers, chairman of the board and general counsel. Copies of the resolution also were attached to a confidential letter which was addressed by New Jersey Allied to the heads of all Allied regional units. Stern declined to disclose the contents of the letter.

Approves Dollinger Renomination

New Jersey Allied also approved the renomination by Myrick of Irving Dollinger as Allied's representative on the trade practices committee of the American Congress of Exhibitors and as alternate for Myrick on the ACE executive committee.

Following is the resolution adopted at yesterday's meeting:

"Whereas Allied Theatre Owners of New Jersey believe in a strong, united

exhibitor group, truly representing all independent theatre owners, and whereas national Allied has in the past successfully and vigorously defended, protected and helped the independent theatre owner, and whereas national Allied and its leaders should be concerned with obtaining the goals of a prosperous and harmonious industry, and should be willing to work with any and all individuals and organizations to obtain these ends, and whereas New Jersey Allied feels that if national Allied is to continue to be of benefit to its member organizations certain clarifications of policy, intentions and plans must be immediately set forth."

Asked to Contact Myers

The resolution concluded by instructing Dollinger, Jersey Allied's national director, to request Myers and Myrick to call the special national board meeting "to discuss the aforementioned subjects and the future course of national Allied."

Internal differences in Allied thinking broke into the open at the meeting of the national board in Miami Beach last month. Militant elements elected Myrick president by surprise strategy and there was a sharp division among member units over organizational attitude toward ACE and Compo, among other things.

Other regional Allied units are expected to act on the situation within the next few weeks.

Funeral Rites Today For Dudley Nichols

From THE DAILY Bureau

HOLLYWOOD, Jan. 5.—Funeral services will be held tomorrow at the chapel of Hollywood Cemetery for Dudley Nichols, 64, former president of the Screen Writers Guild and one of the industry's prominent writer-directors, who died last night of cancer at the Cedars of Lebanon Hospital. He is survived by his widow, Esta; a brother, Dr. John Nichols, and a sister, Mrs. Howard Burke.

Nichols won an Academy Award for his screenplay of "The Informer," produced in 1935.

'Gang' Big in Erie, Pa.

Allied Artists' "The Purple Gang" grossed \$5,700 in its first four days at the Strand Theatre in Erie, Pa., the company reported yesterday, which compares with \$5,400 for a full week taken in by "Al Capone" in the same town last year.

'Earth' at \$2,100,000 Within Three Weeks

"Journey to the Center of the Earth" has topped the \$2,100,000 mark in three weeks of release, placing it nearly a full million dollars ahead of 20th Century-Fox's "Inn of the Sixth Happiness," which played Christmas engagements last year, the company announced.

"Journey," on the basis of box-office reports from all over the country, looks to be one of Fox's highest grossing productions of all time.

Reserves WB Judgment

Judge Vincent A. Lupiano, of the New York State Supreme Court, yesterday reserved decision on settlement of a stockholders' suit against executives of Warner Bros. Pictures, Inc. The stockholders are charging present and past directors of Warner Bros., and officers, with certain stock transactions as being "wasteful" of the corporation's assets.

Seven Film Bills Pre-Filed in Albany

Special to THE DAILY

ALBANY, N. Y., Jan. 5.—Two bills providing for film classifications, a third for one calendar day of rest per week for projectionists, firemen, engineers and all other employees of motion picture theatres, a fourth calling for the censorship and licensing of television scripts, play rehearsals, and motion pictures on video, and a fifth banning the use of subliminal advertising for commercial purposes are among the more than 2,200 "pre-filed" before the legislature convenes for the 1960 session Wednesday.

A sixth measure amends the penal law to include rehearsing for theatrical performances, with employments prohibited in case of children actually or apparently under the age of 16.

A seventh amends the penal law to except from election frauds the payment of costs of preparation and presentation of radio, television motion pictures or other means of mass communication, speeches, advertisements or personal appeals or attendance at the polls.

Three Classifications Set

The bill by Sen. William T. Conklin, Brooklyn Democrat, amends Section L22 of the education law to provide that licensed motion pictures shall be classified as suitable for "general patronage," "adults and adolescents" or "adults only," and to require exhibitors to note the classification in advertisements of such pictures.

A measure by Assemblyman Joseph R. Younglove, Johnstown Republican and chairman of the special Joint Committee on Offensive and Obscene Material, amends L22 of the education law to provide that the director of the motion picture division may classify as unsuitable for children films portraying drug addiction, sexual relationships or other scenes contrary to the proper development of children subject to the compulsory education law of the state. The bill has been referred to the Assembly public education committee.

Brennan Files Day-of-Rest Bill

The act for at least one calendar day of rest instead of 14 consecutive hours for employees of film theatres was filed by Assemblyman William C. Brennan, Queens Democrat.

Assemblywoman Eileen B. Ryan, Bronx Democrat and school teacher, introduced the ban on subliminal advertising.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales Offices and Warehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
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1355 Conant Street
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1925 Blake St.
Denver 2, Colo.

Quality photographic materials... backed by more than half a century of experience.

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THE GEVAERT COMPANY OF AMERICA, INC.

THIS IS MOTION PICTURES

**On Thursday, December 31st,
OPERATION PETTICOAT
at the Radio City Music Hall
grossed the highest receipts*
ever earned in a single day
by any film in any theatre in
any part of the world since
motion pictures began.**

Now in its record-breaking 5th week

*At regular admission prices

CTURE HISTORY!

*Holding over
 everywhere!*

186 OPENINGS

186 HOLDOVERS

*Breaking records
 everywhere!*

ALL-TIME HOUSE RECORDS

Kansas City, Mo., Roxy; Dallas, Texas, Palace; St. Joseph, Mo., Missouri; Norfolk, Va., Norva; Philadelphia, Pa., Midtown; Atlantic City, N. J., Hollywood; Springfield, Mass., Capitol; Worcester, Mass., Warner; New Haven, Conn., Paramount; New Orleans, La., Joy; Chattanooga, Tenn., State; Knoxville, Tenn., Riviera; Charlotte, N. C., Manor; Akron, O., Strand; Canton, O., Ohio; Minneapolis, Minn., State; St. Paul, Minn., Paramount; Springfield, Ill., Orpheum; Lake Charles, La., Pitt; Tulsa, Okla., Delmar; Oklahoma City, Okla., Cooper; Sacramento, Calif., Tower; Phoenix, Ariz., Palms; Salt Lake City, Utah, Uptown; Miami, Fla., Carib-Miami-Miracle; Los Angeles, Calif., RKO Pantages; San Francisco, Calif., Golden Gate.

U-I HOUSE RECORDS

Nashville, Tenn., Loew's; Binghamton, N. Y., Riviera; Niagara Falls, N. Y., Cataract; Chicago, Ill., Chicago; South Bend, Ind., State; Cincinnati, O., Albee; Huntington, W. Va., Palace Parkersburg, W. Va., Smoot; Providence, R. I., Albee; Portland, Me., Civic; Bridgeport, Conn., Majestic; Hartford, Conn., Poli; Stamford, Conn., Stamford; New London, Conn., Garde; Allentown, Pa., Earle; Harrisburg, Pa., Senate; Boston, Mass., Keith; Lawrence, Mass., Warner; Lowell, Mass., Keith; Manchester, N. H., State; Albany, N. Y., Palace; Schenectady, N. Y., Plaza; Troy, N. Y., Proctor; Scranton, Pa., Comerford; Wilkes-Barre, Pa., Comerford; Trenton, N. J., Lincoln; Washington, D. C., Warner; Richmond, Va., Byrd-State; Cleveland, O., Hippodrome; Toledo, O., Rivoli; Grand Rapids, Mich., Majestic; *and many, many more too numerous to mention.*

Television Today

Telemeter

(Continued from page 1)

Canadian Corp., has been running in the newspapers since November.

Heading Trans Canada is Eugene Fitzgibbons, who recently told a session of the Motion Picture Industry Council of Canada that Telemeter would spend \$1,500,000 to reach 5,000 subscribers. Backing up the display advertising have been some 15,000 direct mail pieces, followed up by a sales crew of four.

The crew is made up of one man and three women. Experience has shown that the women are best able to approach the housewife and explain Telemeter to the lady of the house. The women were hired after applications were made by them to the Telemeter company.

Components Pose Problems

Although Telemeter is expected to begin operations in December the holdup has been due to component parts. Most of the equipment has been imported from the United States with the exception of the projection equipment. Included in the equipment is a videotape machine now being installed in the west-end location of the studio.

Thus far no definite plans have been made known with respect to programming, other than the supply of films, which will be the bulk. Deals are still being discussed with "live" entertainment producers in the city.

Prices to the subscribers for the programs will range from 50 cents to two dollars. Thus far no other exhibitors have come into the project. Famous Players is going at the experiment alone.

Not Seek Video Permits

With the company neck-deep in the Telemeter project, Famous Players is not making any further applications for a TV license, it is learned. The company presently has interests in two TV stations in Canada.

A subsidiary company, United Amusements Co., Ltd., of Montreal, is associated with a license application of Radio Station CKVL, Verdun, Que., for a TV license there. By law, no Canadian company which is controlled over 25 per cent by extra-territorial interests, can own or control a TV station in Canada.

Branson Named

(Continued from page 1)

terday by Herb Jacobs, the president. TV Stations recently decided to expand its operations to include the overseas field as well as the domestic market, Jacobs said.

Branson was for many years head of world-wide distribution for RKO-Radio Pictures, Inc., and has had wide experience in the distribution of films for TV.

Would Prosecute All Involved in TV 'Fraud'

From THE DAILY Bureau

WASHINGTON, Jan. 5.—Chairman Harris (D., Ark) of the House subcommittee investigating fraud and "payola" in television and radio doubts that the recommendations made to the President by Attorney General Rogers would "really clean things up."

Rep. Harris asserted that the Rogers recommendations did not go far enough, and that Congress might well be more severe.

He indicated that all persons involved in any "payola" situation are in on a fraud on the viewing public and should be criminally responsible. The Rogers proposal would penalize only employees in the broadcasting industry.

FCC Puts Four on Job

The Federal Communications Commission, which has received more than 2,500 replies to its request that stations disclose involvement in "payola" by their employees, has given to four employees the job of sorting and tabulating the answers. Sworn statements concerning the relationship of stations and "payola" are scheduled to be submitted to the FCC no later than Feb. 5.

Angel Defends Sales

(Continued from page 1)

ent Film Distributors, Ltd. Associated said in a statement that it plans to distribute the pictures to theatres as well as TV.

FIDO Officials Apprehensive

On learning of the Associated deal yesterday, executives of the Film Industry Defense Organization expressed great dismay. They indicated today that the release of such a large number of top pictures to TV "strikes at the very foundation" of their group, which was organized to prevent such transactions. The FIDO executives pointed out, however, that any action against the producers involved in the deal will depend on the Cinematograph Exhibitors Ass'n., whose general council meets on Jan. 13.

Defending the sale of his films to TV, Angel characterized the deal as "what any prudent business man would negotiate." He said he could not recognize the authority of FIDO as long as such major theatre groups as Associated British and Granada also possess television stations which continue to show theatre films as a regular policy.

Doubts Attendance Is Hurt

"It is my opinion," Angel said, "that the TV screenings do not affect theatre attendance." And he added, "I will continue to finance the production of theatrical motion pictures."

Miami Variety Tent Will Dedicate New Project

Special to THE DAILY

MIAMI, Jan. 5.—The Variety Club of Greater Miami will dedicate its newest project, the Variety Children's Research Foundation, on Sunday. This center, erected on the grounds of Variety Children's Hospital, will devote its efforts to research of every disease that affects youngsters and will also concentrate on the study of tropical diseases.

Claude Pepper, former U. S. Senator, will be chairman of the ceremonies. Dr. Justin M. Andrews, director of the National Institute of Allergies and Infectious Diseases of the National Institute of Health in Washington, will be principal speaker. Variety's executive director George C. Hoover will introduce international chief barker George Eby, who will also participate in the program.

'Sheba' and 'Beach'

(Continued from page 1)

declared yesterday by William J. Heineman, UA vice-president, and Arnold M. Picker, UA vice-president in charge of foreign distribution.

The first pictures accorded comprehensive global merchandising and marketing programs, "Solomon and Sheba" amassed \$1,982,947 in just 53 engagements, setting new all-time theatre records in 31 of these situations, and "On The Beach" rolled up \$768,893 in only 23 engagements, establishing 13 box office records in playdates around the world, the executives said. These grosses were registered over the past three weeks.

On the basis of these early returns, Heineman and Picker believe that the two films are on their way to becoming two of the biggest grossing motion pictures ever released under the UA banner.

In the joint message, the UA Vice-Presidents declared: "'On The Beach' and 'Solomon and Sheba' represent our first large scale application of this new global concept. Initial returns from areas all over the world give ample evidence that the global program has contributed importantly to the earning potential of these two outstanding attractions. In the year ahead UA will maintain this same global focus to realize the full grossing power of a world market on all forthcoming major productions."

Cohen Appointed

(Continued from page 1)

years, he started at Metro-Goldwyn-Mayer, later serving in executive capacities in the advertising-publicity departments of Twentieth Century-Fox, Allied Artists and Universal-International, in addition to Warner Bros.

Rites for E. J. Hunter

COLQUIT, Ga., Jan. 5.—Funeral services have been held here for E. J. Hunter, owner of the State Theatre, who died following a heart attack. The theatre currently is operated by his son, Emory.

Fox Meeting

(Continued from page 1)

tising-publicity managers, augmented by many recently-appointed ad-pub specialists assigned to each branch under local autonomy, and attending their first such meetings, converged on the home office for the convention which will run through Friday.

The 20th system of local autonomy in the field has been in operation for nine months, the last three of which were devoted to the gigantic "Spyros P. Skouras Sales Drive," concluded on December 26.

Expected to address the convention are Skouras, executive head of production, Buddy Adler, Darryl Zanuck producer of 20th's "Crack in the Mirror," W. C. Michel, executive vice-president, Joseph Moskowitz, vice-president and eastern studio representative, Charles Einfeld, vice-president Alex Harrison, general sales manager and Murray Silverstone, president of 20th-Fox International.

Will Outline Schedule

Adler will outline the production schedule now underway at the studio and in all parts of the world, representing the highest total outlay for top-budget production ever allocated by the film company. Zanuck, whose independent producing corporation for the company has 10 films planned for 1960-61, will diagram his latest attraction, complete with already formulated merchandising outlines.

Einfeld will reveal step-by-step plans for the world-wide exploitation of the slate of upcoming product for the next year. The executive will also present finalized reports on the effect and progress made by the regional ad-publicity managers under the autonomy system.

Harrison Plans Seminar

Harrison will conduct a seminar another feature of the convention, in which each branch manager will personally report on the experience gained and results accrued from the autonomous policy.

Adler to Speak

(Continued from page 1)

here Thursday night at the Savoy Hilton Hotel. The affair will be part of the company's three-day sales convention to commemorate its 45th anniversary.

Adler will outline the company's \$70 million dollar production schedule, "the most ambitious in company history," to the showmen.

Leon Gordon Dies at 66

HOLLYWOOD, Jan. 5.—Leon Gordon, 66, playwright and veteran screen writer, died here yesterday of heart ailment at the Cedars of Lebanon Hospital. He has been writer and producer for several studios, including M-G-M and 20th Century-Fox, and gained early recognition for his play and film, "White Cargo." He is survived by two daughters, Mrs. Joan Anz, and Kay Gordon, actress.

FLY THE BEST OF THE JETS NONSTOP COAST TO COAST ONLY ON UNITED AIR LINES

United Air Lines great, new DC-8 Jet Mainliner® now offers you the finest travel in the sky—non-stop between major cities coast to coast. Relax in almost vibrationless comfort . . . enjoy food the equal of your favorite restaurant . . . know the extra satisfaction of United Air Lines famous

extra care service. Choose de luxe First Class or thrifty Custom Coach. Convenient schedules between New York, Chicago, Washington, D.C., Los Angeles, San Francisco and (in February) Seattle. For reservations on the best of the jets, call your Travel Agent or United Air Lines.



THE BEST OF THE JETS... PLUS UNITED'S EXTRA CARE

The Red Carpet® Room—here is as glamorous a setting for jet-age travel as you can possibly imagine. Lounge runs the full width of the DC-8 cabin.



THE
KIND
OF
MOTION
PICTURE
THAT CAN



**ONLY
BE SEEN
FROM THE
EDGE
OF YOUR
SEAT**

20
Century-Fox
presents

**RITA
HAYWORTH
ANTHONY
FRANGOSA
GIG
YOUNG**

JERRY WALD'S
PRODUCTION

CINEMASCOPE
STEREOPHONIC SOUND

The dramatic thunderbolt that could only come from the pen of Clifford Odets, one of America's greatest playwrights.

Now under his personal direction, a new image of suspense has emerged on the screen... as he dissects a murder and its components parts—the love-starved woman and a lonely man, the clandestine meetings and the hungry embraces—and the gun that exploded it all across page one!



**The
Story
On
Page
One**



Written and Directed by
**CLIFFORD
ODETS**





MOTION PICTURE DAILY



87, NO. 4

NEW YORK, U.S.A., THURSDAY, JANUARY 7, 1960

TEN CENTS

ouras Reports:

ox Sets 10 ajor Films or 'Family'

h Anniversary Sales eting Underway Here

entieth Century-Fox will make ten major productions in 1960 specifically tailored for family audiences, incorporating elements children's appeal as well as themes, as P. Skouras president, the 45th anniversary convention film center here yesterday.



Spyros Skouras

Skouras called the leader in presenting this kind of "entertainment" had been successful in (Continued on page 7)

% of ASCAP Roster ors Consent Decree

Eighty-three per cent of the membership of the American Society of Composers, Authors and Publishers is in favor of the proposed consent order organizing the group's affairs so as to avert new anti-trust action. Results of tabulation of membership were disclosed here yesterday (Continued on page 6)

nglove Unit to Meet urchmen Here Today

Special to THE DAILY
BANY, N. Y., Jan. 6.—Assemblyman Joseph R. Younglove, of Johnstown, chairman of the Joint Legislative Committee on the Publication and Dissemination of Offensive and Immoral Material, today announced it will meet at the Association of the (Continued on page 8)

VISION TODAY—page 6

Zukor, 87 Today, Predicts Industry Will Enjoy Greatest Decade in the Sixties

By SAUL OSTROVE

Adolph Zukor, who today is celebrating his 87th birthday in Hollywood "in the best of health," is confident the motion picture industry will enjoy its greatest decade in the Sixties from multiple points of view—especially at the box office and in quality production.



Adolph Zukor

30 Odors Detected at Smell-O-Vision! Bow

Special to THE DAILY

CHICAGO, Jan. 6.—The scent of the industry's first film in Smell-O-Vision! Michael Todd, Jr.'s "Scent of Mystery," tonight attracted hundreds of industry performers and financial leaders, in addition to a battery of press personnel recruited from around the country.

Sponsored by Todd and Elizabeth Taylor, the premiere was held tonight at the Cinestage Theatre, which had been converted to accommodate the new aromatic process. The \$2,000,000 mystery-comedy, made completely on (Continued on page 8)

industry pioneer, was interviewed at his (Continued on page 2)

Karp, Holman, Pickman Will Go Abroad Friday

Following a series of conferences here on Paramount Pictures' augmented production schedule for 1960, Jack Karp, vice-president in charge of production; Russell Holman, Eastern production manager, and Jerome Pickman, the company's advertising and publicity vice-president, will leave tomorrow on a survey tour of principal motion picture centers in Europe.

Meetings here, held with Bar (Continued on page 2)

Halt Miami Hotel 16mm. Feature Showings

Special to THE DAILY

MIAMI BEACH, Jan. 6.—The U. S. Marshal has seized 16mm prints of six major feature pictures belonging to 20th Century-Fox, Loew's and Warner Bros. The pictures were (Continued on page 7)

Exhibitor Must Sometimes Assume 'Unwanted Role' Of Censor in His Own Community, Jones Says

Special to THE DAILY

DES MOINES, Ia., Jan. 6.—The theatre exhibitor must sometimes assume the "unwanted role of censor" within his own community by refusing to book certain pictures, Charlie Jones, owner of the Northwood Theatre in Northwood, states in a letter in the Des Moines Register. "But it is my screen," he adds. "This is my personal privilege. I must try to conform to the majority wishes of my area."

The Jones letter was prompted by a poll taken of the Register readership showing that 60 per cent of Iowans favor film censorship by someone outside the industry; 18 per cent oppose the idea; and 16 per cent have no opinion.

"Advocates of censorship," Jones states, "are guilty of an age-old error in thinking. They assume that certain citizens are qualified to judge what other citizens should enjoy." On the other hand, he says, each person has the "moral right" to decide what books he will read or films he will see, and this, "in a way, is censorship. But it is a personal thing and the exercise of the very constitutional right guaranteed us."

Jones is also vice-president of Allied Independent Theatre Owners of Iowa and Nebraska.

2nd from Indiana

Myrick Names Wolf Allied's Second on ACE

Accepts Pa. Resignations; Confirms Myers Is Staying

Special to THE DAILY

LAKE PARK, Ia., Jan. 6.—Al Myrick, president of Allied States, today announced the appointment of Marc Wolf of Allied Theatre Owners of Indiana as national Allied's second alternate on the American Congress of Exhibitors' executive committee. As such, he will work with Irving Dollinger of New Jersey Allied, who was appointed first alternate to Myrick earlier.

Both appointments are subject to approval by the board of directors of (Continued on page 6)

Youngstein Named Head Of Brotherhood Drive

Max E. Youngstein, vice-president of United Artists, has been appointed national chairman of the Brotherhood

Campaign's Amusement Division, it was announced by Dr. Lewis Webster Jones, president of the National Conference of Christians and Jews. Youngstein has also been appointed to the National Brotherhood Week committee, of



Max Youngstein

which Miss Cornelia Otis Skinner is chairman.

President Eisenhower is honorary (Continued on page 7)

SBC Urges Changes in Tax Depreciation Policy

From THE DAILY Bureau

WASHINGTON, Jan. 6.—The Senate Small Business Committee has urged Congress to consider "all practical proposals" to encourage eco- (Continued on page 8)

PERSONAL MENTION

EDWARD MUHL, Universal Pictures vice-president in charge of production, will arrive in New York today from Hollywood.

IRVING RUBINE, vice-president of Highroad Productions, has left New York for London.

HARRY GOLDSTONE, general sales manager of Astor Pictures, will leave here Sunday for Chicago, Miami, Jacksonville and Atlanta.

DANIEL FRANKEL, president of Zenith-International Films Corp., was in Boston this week from New York.

ROBERT RADNITZ, producer of "A Dog of Flanders," for 20th Century-Fox, has arrived in New York from Hollywood.

JAMES V. FREW, Southeastern division manager for Continental Distributing Corp., Atlanta, has left there for New Orleans and Dallas.

LEO GENN, British actor, will return to London from New York today via B.O.A.C.

MRS. GRACE OCHS, wife of **JACK OCHS**, operator of drive-in theatres in Canada, has given birth in Hollywood, Fla., to a son, their sixth, to be named **WAYNE**.

'Tyler' Ad Campaign

The ad campaign for Walt Disney's "Toby Tyler," which will be released nationally by Buena Vista on Feb. 15, will include colorful insert cards, window cards, one, two, three and six sheet posters, as well as the press book cover, all designed for use as full-color standees after a simple conversion. All in all, there are seven outstanding cutouts, ranging from giant to miniature displays of clowns and circus animals, available to exhibitors.

Paramount Signs Foy

HOLLYWOOD, Jan. 6. — Bryan Foy has signed a contract with Paramount for his own corporation to make three pictures for the studio during 1960.

Foy, who checked onto the Paramount lot this week, will have "The Big Boston Robbery" as his first project under the new deal. Pre-production plans on this picture start this week.

Zukor Sees 'Greatest Decade'

(Continued from page 1)

office here before he returned Monday for his annual winter visit to Hollywood and Palm Springs.

"The play is the thing," he noted. "Sound, valid thought is behind the films being produced today, and we're emerging strongly from the problems television threw at us. TV had us stumped once but its competition forced us to solve the usual problems connected with an amusement industry."

"Entertainment is progressive; it must continue to retain the public interest which is always changing. But, regardless of the competition, motion pictures will continue to be a more important force."

Films No Longer 'An Escape'

Turning then to face Times Square, Zukor noted the tremendous holiday weekends crowds besieging the theatres, and said, "People nowadays know why they want to see films; it's not an escape for them, because greater attention is being paid to story content and more expert direction."

Did he foresee the day when Hollywood's star system would be a part of the past?

"Never. The star system will endure because, after all, the parts make the

stars. But the demand for good stories which create important roles always exceeds the supply. That's something we'll have to work harder on this decade.

"Writers, producers and directors are appreciated more now than they were ten or 20 years ago. We have good, veteran production personnel in Hollywood, but that doesn't eliminate the need of integrating young, fresh talent for the industry."

Zukor turned to the spinning wheel of public taste and said: "Certainly we'll continue to produce the blockbusters, but they will come in streaks. Pictures dealing with sex in more adult terms run in cycles, too. But perhaps we'll be seeing a string of musicals, or a return to Westerns. What's in vogue today may be passe tomorrow."

Thought of Retirement 'Alien'

Zukor said the thought of retirement is alien to him. When in New York, he spends three or four hours a day working in his office at the Paramount Building. In Hollywood, he puts in two or three hours a day at the studio.

"I'm perfectly happy," he said, "to be active commensurate with my age."

Sex, Gangster Pictures Scored by Presbyterians

Special to THE DAILY

ATLANTA, Ga., Jan. 6.—Films portraying "distorted sex, intemperance and gangsterism" were denounced here yesterday in a resolution endorsed by the Atlanta Presbyterian Women of the Church Executive Board. The organization includes 14,534 women from some 88 Presbyterian churches in the area.

The resolution read: "We, the Presbyterian women of the Atlanta presbytery, go on record as deploring the types of films shown in our theatres. Let us replace those which portray distorted sex, intemperance, and gangsterism, with pictures which will be character-building, patriotic and educational."

'Rookie' Breaks Record

SAN ANTONIO, Tex., Jan. 6. — 20th Century-Fox's "The Rookie" broke a long-standing record at the Texas Theatre here by grossing \$5,469 in the first four days of the engagement. It outgrossed such top-budget Fox attractions as "April Love," "Enemy Below," "Warlock," and many others playing at the same theatre. "The Rookie," as a result of its boxoffice strength, has been booked into top blue-book engagements in Houston, El Paso, Fort Worth, Amarillo, and others, starting Friday.

Karp, Holman, Pickman

(Continued from page 1)

ney Balaban, Paramount president, **George Weltner**, vice-president in charge of world sales, and vice-president **Paul Raibourn**, focused on product upcoming in the next several months. In London, Paris, Rome and other cities, **Karp**, **Holman** and **Pickman** will screen productions recently completed for Paramount release, and confer with top creative and acting talent.

Second for the Ephrons

HOLLYWOOD, Jan. 6.—The second project at Paramount for **Henry and Phoebe Ephron**, producer-writer team, will be "Run For Your Life," dramatic story of a young girl whose life is in danger while she is eloping. The Ephrons will start work immediately on the screenplay, which will be based on an original story by **Marc Brandell**. They also will co-produce this drama, which is placed in the canal country of Belgium and Holland of today.

The Ephrons' first Paramount project, "The Melody of Sex," based on **Max Catto's** novel, is now in the easting stage.

'Cash' in Brooklyn

Warner Bros.' "Cash McCall" will open next Wednesday at the Brooklyn Paramount Theatre.

Wanted: Print of Film Of Johnson-Willard Bout

Anyone who has a print of the motion picture made of the **Jack Johnson-Jess Willard** heavyweight championship fight in Havana, Cuba, almost 45 years ago, or who knows where one is available, can be of service to the winner of the fight, who has never seen the film.

Willard has written **Quigley Publications** that he has searched for the film "in every conceivable place," to no avail. He may be reached at 3736 Anderson Ave., La Crescenta, Calif., or through this publication.

ABPC Dividend Is Same As Last Year

From THE DAILY Bureau

LONDON, Jan. 6.—Associated British Picture Corp. today announced an interim dividend on the ordinary stock of 20 per cent for the year ending March 31, 1960. This is equal to that of the previous year.

Trading profit for the six months ending Sept. 30, 1959, was £1,551,708 (\$4,344,782) as compared with £2,832,583 (\$7,931,232) for the same period in 1958. The Associated board attributed the drop to exceptionally good summer weather and its effect on theatre attendance as well as the cost of expanding and reorganizing the production facilities of ABC-TV, a subsidiary.

Indications are, the board added that the current financial year will show an improvement.

Poller Named B.V. Publicity Manager

Norman Poller has been appointed publicity manager for Buena Vista Distribution, it was announced by **Charles Levy**, advertising and publicity director. Associated previously with RKO Radio Pictures and RKO Film Distribution Company, Poller started as an usher for RKO Theatre before switching to the RKO production company where he served for many years in a variety of public posts.

He was also an account executive with the **David O. Alber** public relations outfit and spent the last two years in television publicity and promotion.

Mrs. Sylvester Z. Poli

NEW HAVEN, Jan. 6.—Mrs. **Ros Leverone Poli**, widow of **Sylvester Z. Poli**, who operated a circuit of seven theatres in New England and two in Pennsylvania, died yesterday at her home in Milford. She would have been 91 years old on Jan. 15. Her husband died in 1937.

A MESSAGE TO THE 20TH CONVENTION FROM BUDDY ADLER

As we approach 1960 I wish on behalf of the 20th Century-Fox Studio Organization to wish you and our world-wide distributing forces a most happy and successful New Year.

I feel we can assure you and the organization a happy sales year for 1960—the happiest, in fact, in many years—because I believe the product we have prepared will have a quality, scope and entertainment appeal that has never been surpassed.

I am happy that our company is entering 1960 with a rousing boxoffice success in **"JOURNEY TO THE CENTER OF THE EARTH."** This picture I am certain is an omen and an indication of the kind of product you will be handing sales forces throughout the coming year.

We are also excited by the rave reviews and strong business accorded world premiere engagement of **"THE STORY ON PAGE ONE"** at Astor Theatre, Boston and are confident this picture will give a fine account of itself everywhere. Reports of the overwhelming success of the test engagement of **"A DOG OF FLANDERS"** in Oregon are absolutely thrilling and I am sure this fine film will make a great showing. You also have **"SEVEN THIEVES"** which is an excellent picture with good showmanship values ready for release almost immediately.

Already we have an indication of the strength of Cole Porter's **"CAN-CAN"** produced by Jack Cummings, which as you know stars FRANK SINATRA, SHIRLEY MACLAINE, MAURICE CHEVALIER, and LOUIS JOURDAN—a peerless box-office combination. We attended the sneak preview of this great roadshow attraction in TODD-AO in San Francisco. The audience reaction verified our hopes that this unquestionably is the greatest musical we have ever created.

We now have on our stages, on location, in the cutting rooms, or getting ready to start filming such pictures as Mervyn LeRoy's **"WAKE ME WHEN IT'S OVER"** starring ERNIE KOVACS, DICK SHAWN and MARGO MOORE... Elia Kazan's production of **"WILD RIVER,"** starring MONTGOMERY CLIFT, LEE REMICK, and JO VAN FLEET... Mark Robson's production of the John O'Hara novel, **"FROM THE TERRACE,"** starring PAUL NEWMAN, JOANNE WOODWARD... The Darryl F. Zanuck production, **"CRACK IN THE MIRROR,"** filmed in France, directed by Richard Fleischer and starring ORSON WELLES, JULIETTE GRECO and BRADFORD DILLMAN... Samuel G. Engel's production of **"THE STORY**

OF RUTH," directed by Henry Koster and starring ELANA EDEN, STUART WHITMAN, VIVECA LINDFORS and PEGGY WOOD... Jerry Wald's production of the D. H. Lawrence masterpiece "SONS AND LOVERS" with a distinguished cast... "SINK THE BISMARCK," a spectacular sea drama starring KENNETH MORE and DANA WYNTER.

"LET'S MAKE LOVE," produced by Jerry Wald, directed by George Cukor, with a starring cast headed by MARILYN MONROE, YVES MONTAND and TONY RANDALL... "REQUIEM FOR A NUN," by Nobel Prize Winner William Faulkner, to be produced by Richard Zanuck... "HIGH TIME," produced by Charles Brackett, directed by Blake Edwards, who did "Operation Petticoat," starring BING CROSBY, FABIAN, CAROL LYNLEY, SIMONE SIGNORET and BARRIE CHASE... Conan Doyle's "THE LOST WORLD," a science-fiction spectacular like "JOURNEY," produced and directed by Irwin Allen... "THE LIVE WIRE," by Garson Kanin, produced by David Weisbart, starring ROBERT WAGNER and DON MURRAY... "RETURN TO PEYTON PLACE" produced by Jerry Wald... "THE ALASKANS," a Mahin-Rackin production, directed by Henry Hathaway, starring JOHN WAYNE and GARY CROSBY... "THE LAST MAN" to be produced by Sydney Boehm... "BIG RIVER, BIG MAN," to be produced and directed by Dick Powell... "THE KING MUST DIE," to be produced by Samuel G. Engel... "THE MARRIAGE-GO-ROUND," a Stevens-Colbert production... "MOUNTOLIVE," produced by Walter Wanger... "CLEOPATRA," with Walter Wanger producing, Rouben Mamoulian directing, and ELIZABETH TAYLOR in the title role... "JOHN BROWN'S BODY," by Stephen Vincent Benet, Buddy Adler personal production to be directed and written by Joseph Mankiewicz and filmed for road-show in TODD-AO... Rodgers and Hammerstein's "STATE FAIR," to be produced by Charles Brackett... "THE COMANCHEROS," David Weisbart, producer... Terence Rattigan's "O MISTRESS MINE" starring INGRID BERGMAN... and "SOLO," which Dick Powell will produce with ELVIS PRESLEY starred.

That, Spyros, is a production schedule the entire 20th Century-Fox organization can scan with pride and swelling enthusiasm. I am proud that there is not a single weakness from the standpoint of spectacle, entertainment, drama, scope or audience appeal. I understand that our studio program will be supplemented with a number of other outstanding showmanship subjects including the excellent "MASTERS OF THE CONGO JUNGLE" and seven great J. Arthur Rank pictures to give us a fully rounded release program throughout the year.

With such tremendous productions and star names we can look to 1960 as 20th Century-Fox's year of destiny. Great product means great boxoffice. And, believe me Spyros, we have the product coming up. We are off to a flying start for 1960. The pace we have set is the pace we will maintain throughout the whole happy new year.

Television Today

The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Allan Gilbert, Jr., Northwest Arkansas Times, Fayetteville, Ark.: Live television, with an occasional boo-boo would be a lot fresher than current fare; it would seem that conformity (one hit western; a million westerns; one hit private eye with jazz; a million private eyes with jazz) has run amuck . . . creativity in ideas, writing, production needs an overhaul; much more could be borrowed from the theatre than has been with good effect (television is as closely related to the stage as to motion pictures and it should do more to recognize this relationship); some effort should be made to present the medium on a higher intellectual plane. TV is going to have a difficult time, I think, taking its place as an art when its production always seems to seek the lowest common denominator. All art is crammed with works of mediocrity, but in a greater majority of cases the aim was high, rather than low, and it doesn't seem that television can make that statement.

Frank Clayton, The Tuscaloosa News, Tuscaloosa, Ala.: Briefly, I'd suggest they come to an understanding about the honesty going on at the current time between the sponsors and the network. I'd also like to see more specials about entertainment world, news spotlights, sports programs and more good dramatic shows.

Robert J. Carrier, Middletown Journal, Middletown, Ohio: Where will the commercials end? Will it take pay

TV Code Subscribers Hit All-Time High

From THE DAILY Bureau

WASHINGTON, Jan. 6. — The National Association of Broadcasters announced today that 372 of 518 operating commercial television stations now subscribe to the NAB Television Code. This is an all-time high.

Harold E. Fellows, NAB president, said that Code subscription by 71.8 per cent of the operating commercial stations is "further evidence of the television industry's determination to regulate itself." Fellows added that NAB anticipates that the list will continue to grow.

NAB, at the request of the Federal Communications Commission, filed the list of subscribers with the Commission yesterday. In addition to the stations, all three television networks subscribe to the Television Code. Twenty-four television film producers are affiliate subscribers.

TV to turn off the daily bombardment that blasts the poor viewers? I wonder if television isn't defeating its purpose of selling by tossing everything including the kitchen sink at the groggy viewer.

Joann Renberg, Kenosha Evening News, Kenosha, Wis.: When television programming is geared to the middle or high brow instead of the masses, viewers will find that they can be entertained and at the same time will find they are slightly improved—either mentally by learning in a painless way or emotionally by having shared a vicarious experience that will help them to understand others. Entertainment today is reaching a stage reminiscent of the "bread and circuses" of the Roman Empire before its fall. It is a terrifying situation with no immediate remedy in sight. Great, true drama; artful comedy; inspiring singing and dancing and genuinely informative programs are the rarities that create an occasion on the TV screen today.

Fred Danzig, United Press International, New York: Nothing wrong that massive injections of integrity—in every phase of the business, including advertising and publicity (or public relations)—won't cure. However, too many of TV's "influentials" are hopelessly committed to expediency, cynicism, immorality, insincerity, deception and corruption. I haven't decided whether networks lead the way in this or merely reflect their environment, but they're right in there with the fast-buck philosophy.

Russ Townsley, Russell Daily News, Russell, Kan.: There are still too many westerns. Certain networks are taking off the good shows and are putting on westerns and poor detectives.

Reduced ASCAP Fees Won by Radio Stations

Royalties paid to the American Society of Composers, Authors and Publishers by the radio stations of the United States—some 800 in all—will be reduced by an estimated \$800,000 a year in accordance with an order signed here this week by Judge Sylvester J. Ryan in U. S. District Court here.

The agreement, which will run for five years, provides for a 5.6 per cent reduction in commercial fees paid by the stations to the association, plus a less severe formula for payment of sustaining fees.

The new pact is an outgrowth of legal action brought by the stations against ASCAP seeking lower fees for the right to perform publicly the catalogued and copyrighted music controlled by the association.

83% of ASCAP

(Continued from page 1)

by Judge Sylvester Ryan, following counting of the ballots in his offices in United States District Court.

The vote by ASCAP's 5,300 composers and 1,100 music-publisher members had been ordered by Judge Ryan on Oct. 20 at a hearing on terms of a proposed consent order changing the methods of distributing music royalties each year, electing new directors and sampling the nation's use of copyrighted music. The votes were opened and tabulated yesterday in the presence of Judge Ryan and attorneys for ASCAP and the Department of Justice.

Judge Ryan then adjourned the hearing until 10 A.M. today when he will hear applications from the attorneys on any points they wish to bring up. He is also expected to announce today whether or not he will sign the consent decree.

Payments Liberalized

Details of the decree were worked out jointly by ASCAP counsel and the Justice Department and further amend the consent judgment of 1949, which was first amended in 1950. Under the new plan royalty payment systems would be liberalized, the internal voting system broadened and methods of sampling television and radio use of members' copyrighted music brought up to date.

Upon receiving the decree with the proposed changes, Judge Ryan noted that although it was brought before him "on consent," it was strongly opposed by some members of ASCAP. It was then he ordered the vote of the membership to guide him in making a decision. He has called the proposed decree an improvement on present conditions in the Society.

Guild Books 'Jack'

The Boulting Brothers comedy, "I'm All Right, Jack," will be shown at the Guild Theatre here following the run of "The Mouse That Roared." The film, directed by John Boulting, was produced by Roy Boulting; and is being presented by Lion International.

Myrick Name

(Continued from page 1)

the national organization, and a national poll is now being taken.

The appointment is of more than casual interest because it is the second by Myrick of a member of India Allied, which is regarded as a leader of the so-called "militant" faction of Allied. This is the group that succeeded in electing Myrick at the national board meeting in Miami Beach last month.

At the same time, Myrick announced that the resignation from the national Allied of Allied Theatre Owner of Western Pennsylvania had been accepted "with our deepest regret." Myrick declined to comment otherwise on the Western Pennsylvania action.

The Allied president also confirmed that "due to many requests from the board members, Abram F. Myers has agreed not to resign as chairman and general counsel according to an emotional promise in Miami."

Myrick added, "This month Myers completes 30 years of loyal and faithful service to Allied. In the communications I've received, many board members have expressed their desire to have him (Myers) continue in same capacity."

Although Myrick declined further comment, it is recalled that at the Miami Beach board meeting, Myers had said he would resign from Allied if the Western Pennsylvania unit carried out its threat to withdraw, as at that time.

PITTSBURGH, Jan. 6. — Harold Hendel, president of Western Pennsylvania Allied, today termed the organization's resignation from national Allied "temporary," but declined other comment. He said any official statement on the unit's action would have to come from Morris Finley, board chairman. The latter was reported to be ill at his home and could not be reached for comment.

BOSTON, Jan. 6.—Edward L. Linder, president of Independent Distributors of New England, said today he planned to call a meeting of the organization's board of directors soon as possible, "at least within the next two weeks," to consider the situation in relation to developments pertaining to the national organization.

March of Dimes Will Sponsor 'Few' Bow

The opening of Metro-Goldwyn Mayer's "Never So Few" at Radio City Hall later this month has been selected by The March of Dimes for a fund-raising event. At the first evening's performance, the March of Dimes will take over the loge section with the rest of the house open to the public at the regular Music Box prices.

The film will have begun its regular continuous run in the morning of the opening day. The date will be announced shortly. Proceeds of sale of the special loge tickets will go to the New York March of Dimes campaign against crippling arthritic birth defects, and polio.

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FILMACK

'Great Wall' to Open L. A. on January 15

From THE DAILY Bureau
 LOS ANGELES, Jan. 6.—"Behind Great Wall" in AromaRama, the motion picture with "scents," have its West Coast premiere on 15 at the Four Star Theatre here. Frank Weiss, inventor of the system, is presently here to supervise the installation of the special equipment in the AromaRama process, and Peter Reade, Jr., chairman of the Board of Continental Distributing, which is releasing AromaRama internally, will arrive prior to the opening for a series of press interviews. Additional engagements in key cities throughout the United States and in other countries will be announced in the future.

11 Miami Show

(Continued from page 1)
 had to have been shown without authorization at various Miami Beach spots in copyright infringement action filed by the companies in Federal court here last week. Copyrights claimed to have been infringed by the unauthorized showings were 20th Century-Fox's "David Bathsheba," "Niagara," "Stars and Stripes Forever" and "Meet Me After the Show"; Loew's "The Great Escape" and Warner's "Miracle in the Mirror." The showings were brought by the company against Stanley P. Gotlieb and Irving Kreitzer of G & S Projection Service here.

11 Establishments Named

The complaints alleged that the defendants had supplied 16mm prints of the films, obtained from unknown sources, to 11 hotels in Miami Beach showing to patrons and guests. The hotels named in the complaints were: Saxony, Seville, Montre, Shore Club, Marseilles, White House, Dorchester, Bancroft, Atlantis, Brooke Motel and Caravan Motel. The plaintiffs asked for damages and injunctive relief. Representing the plaintiffs were the law firm of Scott, McCarthy, Johnson, Steel & Gilleland, with the New York law firm of Sargoy & Steinberg acting as counsel for the plaintiffs.

Fox Sets 10 'Family' Films

(Continued from page 1)

the past with pictures like "Journey to the Center of the Earth," "Dog of Flanders," and "Master of the Congo Jungle," and expected similar success with "Sink the Bismarck" and "The Story of Ruth," among others presently planned.

The 20th president announced that the film company "would maintain this leadership and continue to present attractions that would appeal to the vast family audience." Skouras made these remarks at the opening session of the sales meeting which convened yesterday, the largest post war gathering the company has held.

Calls Drive 'Superlative'

In opening the convention Skouras thanked the group for the "superlative" three months sales drive in his name, which ended Dec. 26. He reiterated his confidence in 20th's local autonomy system, and described each regional advertising - publicity manager as "the showman of your town, who can spread the greatness of Hollywood and the motion picture industry across the country."

Skouras then introduced Buddy Adler, executive head of production who

will make a major address at tonight's banquet.

Alex Harrison, who will preside during the three days, started the meeting yesterday by asking all the managers and their regional advertising-publicity directors to describe their results and progress under autonomy, and the use they had made of the freedom they had in planning and executing their own campaigns in their own areas, based on the national concepts in advertising, publicity and sales, as conceived by the head office.

The invitation was accepted and the day was spent in the compiling of important facts from the experiences of the sales force under local autonomy in the last year.

Einfeld to Speak Today

In attendance also, in the packed meeting room were vice-president Charles Einfeld, who will speak today, Joseph Moskowitz, vice-president, Murray Silverstone, president of 20th Century-Fox International Corp., and foreign sales executives from Fox's world-wide offices, led by Edward Cohen, supervisor of all Central and South American territories.

Youngstein Named

(Continued from page 1)

chairman of the Brotherhood Week Campaign, which in 1960 will be observed February 21 through 28. The interfaith event is a program of education for democracy which seeks to reaffirm and strengthen America's principles of religious and racial tolerance.

TV and Radio to Be Used

Since 1945 Brotherhood Week has become an event closely identified with the entertainment industry. Under Youngstein's leadership, the industry will promote the aims of Brotherhood Week through the medium of the motion picture screen, television and radio and the theatre. Wide use will be made of motion picture trailers, posters and valances, and brochures will be distributed on behalf of Brotherhood Week.

A concerted membership and fund-raising drive on behalf of the National Conference of Christians and Jews will also be undertaken.

Maryland Theatre Unit Committees Appointed

Special to THE DAILY

BALTIMORE, Md., Jan. 6.—Committee appointments for 1960 for the Maryland Theatre Owners Association, a Theatre Owners of America affiliate, were announced today by John G. Broumas, president. They are as follows: membership: John Manuel, Bel Air, chairman; Sam Mellits, Denton, and Paul Roth, Silver Springs; finance: Douglas Connelle, Elkton, chairman; Phil Isaacs and James Weinberg, both of Baltimore; legislative: Hal DeGraw, Cambridge, chairman; Ray Light, Cumberland, and William Fisher, Baltimore.

Also, Drive-in Division: George Brehm, Baltimore, chairman; Bill Meyers, Pocomoke City, and Dick Young, Cumberland; Labor Relations: T. T. Vogel, Baltimore, chairman; Nat Hogden, Baltimore, and Henry Hiser, Bethesda; Exhibitor-Distributor Relations: Isadore Rappaport, Baltimore, chairman; Bill Friedman, Indian

Academy Reactivates 'Oscar' Publicity Unit

From THE DAILY Bureau

HOLLYWOOD, Jan. 6.—Reactivation of the Academy of Motion Picture Arts and Sciences' public relations coordinating committee for its annual "Oscar" presentations has been announced by Valentine Davies, awards program committee chairman.

The committee, headed by Jack Diamond and Perry Lieber, public relations branch representatives on the Academy board of governors, will begin weekly meetings to plan press and publicity activities for the 32nd annual awards show April 4.

Other members of the committee include Dan H. Baer and Archie A. Lee, Harshe-Rotman, Inc., public relations counsel for the Academy; Clarke Wales, director of public relations for the Association of Motion Picture Producers, and Casey Shahan, West Coast director of press and publicity for NBC.

Skiatron Suspension Is Extended to Jan. 16

From THE DAILY Bureau

WASHINGTON, Jan. 6. — The Securities and Exchange Commission has extended through Jan. 16 its order suspending all trading in the stock of Skiatron Electronics and Television.

A hearing before the Commission is scheduled for Jan. 13. At that time the SEC will consider whether to issue a permanent stop order on trading in Skiatron stock.

'Gazebo' Openings Set

"The Gazebo" has been set by M-G-M for a selected series of openings across the country on Jan. 14. It has opened already, in a pre-release engagement, at the Vogue Theatre in Los Angeles, and is scheduled as the next attraction at the Roxy Theatre here.

Head, and Thomas Mudd, Silver Springs; Foreign Films: Harold Wagonheim, Baltimore, chairman; Robert Rappaport, Baltimore, and Marvin Goldman, Washington, D. C.

The Maryland unit was formed approximately six months ago, and last fall held its first major general membership meeting in Baltimore.

seventeen's

PICTURE OF THE MONTH

FOR FEBRUARY

A 20th Century-Fox Release

"MASTERS OF THE CONGO JUNGLE"

Selected by SEVENTEEN . . . entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!



Younglove Invites Industry's Views

Special to THE DAILY

ALBANY, N. Y., Jan. 6.—Assemblyman Joseph R. Younglove, chairman of the Joint Legislative Committee on Offensive and Obscene Material, who today introduced a bill amending Section 122 of the education law to provide that "when a film, though licensed, portrays nudity, horror, violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships, to an extent believed by the division (of motion pictures) to be contrary to the proper mental, ethical or moral development of children subject to the compulsory education law of this state, the director, or when authorized by the regents, the officers of local office or bureau, shall upon review, classify such motion pictures as unsuitable for such children," said later "we are glad to hear the views of the motion picture industry, as well as of all others."

Praises Film Leaders

He added, "the motion picture leaders are intelligent men, and I hope they will show their intelligence here."

Younglove also commented that the film industry "might learn a lesson from what happened to television quiz programs."

The public "will pass the final verdict," he continued.

SBC Urges Changes

(Continued from page 1)

conomic growth by modernizing the Treasury's "outmoded tax depreciation policies." Because of capital limitations, small firms are particularly hard hit by depreciation policies now in use, the report indicates.

The committee—which cannot directly recommend new laws—suggests the following areas for exploration: (1) shortening the period for depreciating property, (2) permitting greater depreciation in the years immediately after purchase of property, and (3) giving an extra depreciation allowance to reflect loss through inflation.

One approach specifically suggested is adoption of a triple-declining-balance depreciation of equipment and machinery having a life of five years or more. The group also suggests replacement of the Treasury's "Bulletin F" with a class system for determining useful lives of property. It proposes elimination of capital gains tax on sales of other than real property used in business.

It also urges consideration of pending bills that would make available to buyers of used equipment the variety of depreciation methods available to purchasers of new items, and to allow tax deductions for earnings plowed back into small business.

'Porgy' Reaches 300

Samuel Goldwyn's "Porgy and Bess"—now in its 29th week—will play its 300th performance at the Warner Theatre here at the Saturday matinee this week.

Albany Group Here Today

(Continued from page 1)

Bar Building, 42 West 44th St., New York, tomorrow morning with the Committee of Religious Leaders of the City of New York. Founded in 1958, the latter comprises 104 religious leaders representing the Catholic, Protestant and Jewish faiths.

Co-chairmen are: Rt. Rev. Msgr. Thomas A. Donnellan, Chancellor of the Archdiocese of New York; Rev. Dr. D. M. Potter, executive director, Protestant Council of New York, and Rev. Dr. William F. Rosenbloom, Temple Israel, former president of the Synagogue Council of America.

The purpose of tomorrow's meeting is to afford the committee of religious leaders an opportunity to present their views to the joint legislative committee, "relative to the impact of the mass media upon the moral and spiritual climate of our society."

On June 17 last, the committee submitted an interim report to Mayor Robert F. Wagner, in which it analyzed and reported upon certain practices within the mass media believed to be having an adverse effect upon moral and spiritual values. "Radio"

and "television" were among the specific media considered, but "motion pictures" were apparently not included in the religious committee's booklet, on file here with the joint committee.

Assemblyman Younglove commented, "our committee has read the initial report of the committee of religious leaders with great interest. We applaud and welcome the activity of this distinguished group and are most anxious to co-operate in every way. Our committee finds every reason to express continued and growing concern over practices within certain elements of the mass media which exploit, glorify, condone or excuse illicit sex, sadism, perversion and brutality or otherwise ridicule our accepted standards of conduct and morality. It is most encouraging to find the committee of religious leaders approaching the problem with unity and vigor."

James A. Fitzpatrick, of Plattsburgh, counsel to the joint legislative committee and its one-time chairman, will attend the New York hearing.

Smell-O-Vision! Bows

(Continued from page 1)

location in Spain, was filmed in the Todd process on 70mm film synchronizing scents with action on the screen.

Thirty different odors were projected to each seat in scenes where olfactions are vital to the plot or important clues in solving the mystery. Whiffs gags, using odors to tell a joke, were also introduced in the production.

Osmologist Hans Laube is the inventor of the process controlled by Todd exclusively.

The picture opens in Los Angeles Jan. 29, and in New York on Feb. 3, after which it will be shown in 60 key cities across the nation.

Starred in "Scent of Mystery" are Denholm Elliott, Peter Lorre, Paul Lukas, Beverly Bentley and Diana Dors. Jack Cardiff directed from a screenplay by William Roos.

Introduced by Eddie Fisher

Eddie Fisher introduced the theme song and "The Chase," two of the themes from "Scent of Mystery," at a disc jockey cocktail this afternoon.

Todd explained that Prof. Laube, a Swiss inventor, spent 25 years developing the Smell-O-Vision! process. The machine, it is understood, was perfected with equipment that can be installed in any theatre with wide-screen facilities, in several weeks. The machine is reportedly so sensitive it can control the time period of a scent to the second, and one odor can follow another almost immediately.

For "Scent of Mystery," which runs 135 minutes, Prof. Laube measured and blended 200 chemical mixtures from 43 separate odors emanated. The odors range from the scent of roses to the smell of horses, chemically reproduced, of course.

S. O.

Marano Files in Albany Two Film Control Bills

Special to THE DAILY

ALBANY, N. Y., Jan. 6.—Assemblyman Luigi R. Marano, Brooklyn Republican, introduced today, as the legislature convened for 1960, a bill amending Section 122 of the Education Law to provide that in the event a film is classified by the director of the motion picture division "to be shown only to adult audiences," it shall be unlawful for any exhibitor to permit anyone but a person "18 or over" to witness the screenings.

As originally presented, the minimum age was set at 21, however, Marano changed this to 18 just as the Assembly was adjourning. He explained the latter was a fairer age, saying the idea is taken from the Alcoholic Beverage Control Law. The measure reads:

Violators Would Be Fined

"The director of the division, or when authorized by the Regents, the local office or bureau, after the examination of a motion picture film submitted for examination as required, by the provisions of this article may classify such films as restricted under standards and regulations to be established by the Regents, to be shown only to adult audiences. In the event a film is so classified, it shall be unlawful for any exhibitor to permit anyone but a person 18 years of age or over to witness the showing of such a film. Any violations of this provision shall be punishable by a \$25 fine."

The act would take effect July 8. Marano also co-introduced today a measure amending Section 122, to authorize the motion picture division director, or when authorized by the regents, the officers of a local office or bureau, in licensing films to classify them as "suitable for general patronage," "adults and adolescents" or "adults only." Exhibitors would be required to note the classification in advertisements.

'Li'l Abner' Continuing To Keep Fast Pace

Paramount's "Li'l Abner," playing a record number of 800 engagements during the Christmas-New Year period, continues to demonstrate outstanding boxoffice strength in initial and holdover weeks, theatre reports disclose.

Typical late grosses for "Li'l Abner" include: \$7,000, first week, Majestic Theatre, Reno; \$12,300, second week, Grand, Cincinnati; \$5,290, first three days of third week, Town Washington, D. C.; \$6,700, first four days of moveover engagement, Ohio Cleveland; \$12,740, second week Stanley, Pittsburgh; \$15,802, first week, Fox, Atlanta.

Also, \$8,770, first nine days, Carolina, Charlotte; \$10,962, first week Malco, Memphis; \$101,216, second week, 18 theatres, Los Angeles; \$7,125, six days of second week, Criterion, Oklahoma City; \$13,018, six days of second week, Fox, St. Louis; \$20,353, second week, Michigan, Detroit.

'Summer' Second Weeks Equal or Better First

Sam Spiegel's "Suddenly, Last Summer," a Columbia Pictures release, continues to break boxoffice records in its opening engagements in New York and Los Angeles, with second week grosses equalling or bettering the marks established in the opening week, the company reported.

At the Criterion Theatre here the film established a new all-time single-day house record with a gross of \$15,693 on Saturday, January 2. The full second-week total was a huge \$65,261, surpassing the figure for the first week and setting a new mark for a holdover week at the theatre.

At the smaller Sutton Theatre, where the film is playing day-and-date, the second week ended Tuesday was a mighty \$21,676, or more than \$2,000 over the gross for the initial stanza. In Los Angeles it set new house records for each of the first two weeks of its run at the Warner Beverly Theatre. The seven-day total was a resounding \$30,000 each week.

'Summer' Book Tie-In

Columbia Pictures and Signet Books are conducting an extensive cross-promotion to publicize Sam Spiegel's "Suddenly, Last Summer," and the New American Library paperback edition of the Tennessee Williams play. Signet has prepared a special playdate bulletin to advise book dealers all over the country of the local playdates of the Columbia release.

'Goliath' Big Here

American International Pictures' "Goliath and the Barbarians" grossed \$35,722 in its first week at the Amsterdam Theatre here, the company reported yesterday.

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



L. 87, NO. 5

NEW YORK, U.S.A., FRIDAY, JANUARY 8, 1960

TEN CENTS

Zinfeld Pledges

'Fox Will Have Ad-Pub Tools To Do Job'

Muck Is Also Speaker at 5th Anniversary Meeting

(Pictures on page 3)

Advertising, publicity, exploitation and promotional plans for 20th Century-Fox's \$70,000,000 production schedule through September were outlined at the company's sales convention here yesterday by Charles Zinfeld vice-president. He assured the branch managers and regional advertising-publicity directors, assembled at the 45th anniversary sales meet, that they would have "enough tools to do the job."

The convention also heard Darryl Muck in a special address to describe the line-up of top budget pictures he plans to deliver in 1960.

Zinfeld laid particular stress on the decision to allocate \$500,000 for television campaigns on three films specially tailored for family audience: "Log of Flanders," "Masters of the Congo Jungle," and "Sink the Bismarck." He further pointed out that
(Continued on page 3)

Adler Asks Showmen Aid in Production

Theatre exhibitors and company personnel of 20th Century-Fox were urged last night to take a more important part in helping the studio "provide you with a salable commodity." The invitation was extended by Buddy Adler, 20th-Fox executive head of production, at a dinner at the May Hilton Hotel attended by lead-exhibitors from all over the country
(Continued on page 3)

Radio 'Spectacular' To Promote Col. 'Lady'

A unique "radio spectacular" will be beamed into 32 major markets throughout the country to promote "Who Was That Lady?", an Ansark-George Sidney Production for Columbia Pictures release, it was announced yesterday by Robert S. Ferguson, na-
(Continued on page 6)

**"BECAUSE THEY'RE YOUNG,"
COLUMBIA'S BIG EASTER
ATTRACTION GETS THE
BIGGEST MERCHANDISING
KICKOFF IN HISTORY!
WATCH THE DICK CLARK SHOW
TOMORROW NIGHT 7:30 P. M. E.S.T.
OVER THE ABC-TV NETWORK!**

Adv.

Classification Gets Hearing's Backing

Expressions strongly favoring statutory film classifications, as to adult and juvenile attendance, marked a meeting at the Association of the Bar Building here yesterday of the N. Y. State Joint Legislative Committee on the Publication and Dissemination of Offensive and Obscene Material with the Committee of Religious Leaders of the City of New York, representing
(Continued on page 2)

Myers Rallies Allied To Fight New Wage Law

From THE DAILY Bureau
WASHINGTON, Jan. 7.—Abram F. Myers, Allied States chairman and general counsel, today called upon Allied members to cooperate fully with Compo, national Allied, regional associations and committees in opposing the proposed new Federal minimum wage bill, which he termed a "threat to all theatres."

He said he was especially concerned with some exhibitors in areas not now affected by state law to bow
(Continued on page 6)

REVIEW:

Scent of Mystery

Michael Todd, Jr.—Todd Camera 70mm—Smell-O-Vision!

CHICAGO, Jan. 7
MICHAEL TODD JR.'s infant of the motion picture and chemical laboratories, Smell-O-Vision, marks a curious point of departure for the industry. With a Todd seal on it, "Scent of Mystery" likely will sell as heavily as it smells, but beyond this film, which is the first one to employ scents intrinsic to the story being told on the screen, it is difficult to determine
(Continued on page 6)

Watkins Reports:

BFPA Scores Angel, Woolf Sales to TV

Producer Unit Hits Action Reaffirms Support of FIDO

By WILLIAM PAY

LONDON, Jan. 7. — The British Film Producers Assn. today came out strongly in condemnation of the sale by two of its members, producers Major Daniel Angel and John Woolf, of some 55 old British pictures to a television distributor. BFPA thereby joined in the growing industry denunciation of the transaction.

At a press conference here today Arthur Watkins, BFPA president, said that his organization "strongly deprecated and disassociated itself entirely" from the TV sale. At the same time BFPA wishes to "reaffirm its full confidence in the Film Industry Defense Organization and will continue maximum support," he added.

Angel and Woolf defended sale of the films to Associated Rediffusion at a meeting of the BFPA executive
(Continued on page 6)

'Nurse' Tops U.K. Grossers for '59

By PETER BURNUP

LONDON, Jan. 7.—"Carry On Nurse," a British comedy made on a modest budget and with no top star names in its cast, was the biggest money-making picture of 1959 in Great Britain, it was revealed today in the annual box office survey made by Quigley Publications. At the same
(Continued on page 2)

Minimum Pay Changes To Hit All: McCarthy

All motion picture theatres with employees receiving less than \$1 an hour would be affected by passage of S1046, the Kennedy-Morse minimum wage bill, Charles E. McCarthy, executive director of Compo, said yesterday.

"There appears to be a misunderstanding
(Continued on page 6)

PERSONAL MENTION

HERBERT GOLDEN, president of United Artists Television, will arrive in Hollywood from New York today for meetings with **BRUCE G. ELLS**, executive vice-president.

LEONARD ANDERSON, president of Leonard Anderson Associates, producers of TV films and commercials, will leave here over the weekend for the Coast.

CHARLES H. SCHNEER, producer of "I Aim at the Stars," the Werner von Braun story, has returned to New York from Germany.

EDITH HEAD, chief fashion designer for Paramount, will arrive here tomorrow from the Coast.

JEANNE BAIRD will return to Hollywood today from New York.

'Nurse' Tops in U.K.

time Kenneth More was named as the most popular star of 1959.

"Carry On, Nurse," was one of nine British-made offerings figuring in the roster of the 12 biggest grossers—an unprecedented circumstance in the Quigley survey's history.

The other 11 pictures, in order, are as follows: "The Inn of the Sixth Happiness," "Room at the Top," "I'm All Right, Jack!" "Rio Bravo," "The 39 Steps," "The Square Peg," "Tom Thumb," "The Big Country," "Operation Bullshine," "The Sheriff of Fractured Jaw," and "The Reluctant Debutante."

Those made in Britain by American companies were "The Inn of the Sixth Happiness" (20th - Fox); "Tom Thumb" (M-G-M) and "The Sheriff of Fractured Jaw" (20th-Fox).

The next five most popular stars, in order, are as follows: Alee Guinness, Norman Wisdom, Stanley Baker, Dirk Bogarde and Peter Sellers. Two girls, Patricia Bredin and 14-year-old Hayley Mills, were named as the most promising newcomers of the year.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETTICOAT"
MAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE in Eastman Color
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

HERALD Catalogs '60 Product

A comprehensive listing of industry product under the heading Coming in 1960. The Industry's Calendar of Pictures for the Year, appears in the "Motion Picture Herald" of Jan. 9, 1960, out today. The chart, which comprises the upcoming product of nine producer-distributor companies—Columbia, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Universal, Warner Bros., Buena Vista and Allied Artists—reveals a wide variety of audience appeal in its subject matter, with a strong reliance upon pre-sold literature, both among best sellers and old classics, and the most prominent successes of the Broadway theatre.

Titles and talent involved—directors, producers, stars—are included in the listing, wherever available, in the chart, which has been prepared for theatre men who like to look ahead.

Penn. Hearing March 9 On Film Control Act Classification

Special to THE DAILY

HARRISBURG, Pa., Jan. 7. — Suits challenging legality of Pennsylvania's new motion picture control act will be heard on March 9. Dauphin County presiding Judge William H. Neely today set that date for joint arguments in two separate law suits against the state challenging constitutionality of the Act of Sept. 17, 1959.

Litigation has been filed by William Goldman Theatres, Inc., and the Pennsylvania Association of Amusement Industries, both of Philadelphia, and 20th Century-Fox Film Corp.

The lawsuits charge that the Act is unconstitutional on the grounds that it deprives the plaintiff of their rights of freedom of expression and communication, of their liberty and property without due process of law, and of equal protection of the laws.

At the same time, Judge Neely granted leave to Catholic congregations throughout the state to intervene on behalf of the Commonwealth. The move will allow Catholic congregations of the Roman Catholic Archdiocese of Philadelphia, Harrisburg, Scranton, Altoona, Johnstown, Erie, Greensburg and Pittsburgh to intervene as "friend of the court."

Meanwhile, the names of the members of the board censors whose decisions would be the controlling factor in the administration of the act will be re-submitted for confirmation to the 1960 legislature, which took no action in the matter during 1959.

Strong Post-New Year's Gross for 'Petticoat'

"Operation Petticoat" grossed \$202,392 at Radio City Music Hall here in its fifth week ended Wednesday night, giving it a five-week gross at the house of \$956,000. The post-New Year's weekend figures continued strong with \$19,152 for Monday; \$18,021 Tuesday and \$20,376 Wednesday. The picture is now in its sixth week at the Music Hall.

(Continued from page 1)

Catholic, Jewish and Protestant faiths.

Presiding at the meeting was Assemblyman Joseph R. Younglove, chairman of the Joint Legislative Committee, who has introduced a bill in the state legislature which would authorize the director of the state motion picture division to classify specified types of films as unsuitable for children.

Subject Principally Printed Matter

Yesterday's meeting was designed to provide the religious leaders within the committee an opportunity to present their views "relative to the impact of the mass media upon the moral and spiritual climate of our society." The bulk of the discussion yesterday was concerned with obscene printed matter, particularly that available to the young at newsstands, but also covered newspapers, television, radio and motion pictures.

There was discussion of whether the participants felt there was any noticeable difference between pictures produced in this country and recent imports insofar as moral tone was concerned, and whether there appears to be a tendency to ignore the industry's production Code and to abandon traditional standards of decency, with qualified reactions by participants both for and against.

Independents Criticized

Expressions indicated that the participants believed independent producers to be most responsible for greater relaxation of production standards of decency currently, and the view was expressed that "there is more to come from that quarter."

"They are feeling their way," one remarked, "to see what they can get away with."

Criticism of film and theatre ads in the New York press was voiced by the clergymen, with mention being made of some of the pre-Christmas advertising as being in particularly bad taste.

A recent editorial in the *Los An-*

George Skouras Name UATC Board Chairman

George P. Skouras was elected chairman of the board and re-elected president of United Artists Theatres Circuit at a meeting of directors here late Wednesday, it was learned yesterday. The post-chairman has been vacated since it was relinquished by Joseph Schenck several years ago.



George Skouras

Other officers reelected include E. H. Rowley, executive vice-president; A. E. Bollengier, finance vice-president and treasurer; A. Frisch, secretary; Henry Ferber, assistant secretary and assistant treasurer; and Salah Hassanein, vice-president.

The board meeting was otherwise devoted to routine company business, a spokesman said.

Ives, McGeehan Name To Oversee Ascap Decree

Federal Judge Sylvester Ryan yesterday signed the new ASCAP consent decree, following completion of the preceding day of the vote count, members which revealed 83 per cent of the ballots cast in favor of the decree.

Judge Ryan also named former Senator Irving M. Ives of New York and former Supreme Court Justice John E. McGeehan as impartial advisers and overseers for the operation of the new decree. They will observe the workings of the new provisions collecting and distributing the performing license fees paid to ASCAP. They also will be in a position to make recommendations to the court changes in the decree should they deem them advisable in the future.

Salaries for the two are to be determined by the court later. They will be paid by ASCAP.

Members of the Religious Leaders Committee participating include Ives and Dr. D. M. Potter, executive director, Protestant Council of New York.

James A. Fitzpatrick, counsel to the Joint Legislative Committee, also attended and conducted the questioning of the participants.

Members of the Religious Leaders Committee participating include Ives and Dr. D. M. Potter, executive director, Protestant Council of New York.

PEOPLE

Einfeld Pledges Ad-Pub Tools 'To Do Job'

(Continued from page 1)

special color Sunday supplements in newspapers across the country will carry full-pages, in story form, on those three films, and many others, well in advance of openings.

Einfeld drew attention to the new concept in public introduction planned for "The Story of Ruth," and its star discovery Elana Eden, whereby all regional advertising - publicity managers will be supplied with a special reel of film depicting scenes from the multi-million dollar production, for public and industry screenings.

Cites 'Harper's' Layout

Einfeld also told of the continuing series of national tie-ins, citing the current five-page layout in *Harper's Bazaar* on "The Story on Page One,"

and the current merchandising tie-in with the world's largest department store, Macy's, on behalf of "Journey to the Center of the Earth."

Einfeld then introduced several of the regional advertising - publicity managers who outlined the successful campaigns they had conducted on recent company releases. The speakers included Phil Engel, of Boston, who described "The Story on Page One," which opened very strong at the Astor Theatre there, and Don Yarbrough, of San Francisco, who detailed the Medford, Oregon "test" of "Dog of Flanders," a huge success.

Staff Members Heard

Other speakers were members of Einfeld's staff, led off by Max Stein, creative advertising manager, who

showed two different ad treatments for "Seven Thieves." Martin Michel, radio-TV director next outlined plans in operation for nationwide television campaigns on all upcoming productions, backed with record and sheet music promotion. Ira Tulipan, publicity manager, told of his visit to the Cleveland, Tenn., location shooting of Elia Kazan's "Wild River," and the world-wide exploitation now in work. Abe Goodman, advertising director showed roughs and finished ads on Mervyn LeRoy's "Wake Me When It's Over," which included special planned trade sections.

Einfeld also described the campaign for the Todd-AO film, "Can-Can." The vice-president showed full-page ads, and spoke of global release plans for the attraction. Edward Sullivan, publicity director, outlined nationwide exploitation for it.

Zanuck Points to Six Films

Zanuck listed his films as follows: "Crack in the Mirror," completed and to be released in May; "Ballad of Red Rock"; "Requiem for a Nun"; "The Chapman Report"; "The Big Gamble"; and "Settled Out of Court."

Zanuck declared that his films will be "entertainment, pictures with a story, not a message."

Fox Buys All Selznick Interest in 'Farewell'

Twentieth Century-Fox has purchased the remaining interests of the David O. Selznick enterprises in the Selznick production of Ernest Hemingway's "A Farewell to Arms." The purchase price is reported as close to \$1,000,000.

Reported As a Company Leader

Despite the fact that the CinemaScope feature has still to open in several areas abroad, it has already become, on the basis of its domestic grosses, one of the most profitable pictures in 20th Century-Fox history, according to the company.

Harry Brandt, president of the Independent Theatre Owners Association New York, has been elected an honorary vice-president of the Theatre Owners Association of India. He is the first foreigner to receive this distinction.

Wylie S. Robson, who during the past two years has been assistant to F. Pevear, Eastman Kodak Co. vice-president and director of sales administration, has been named assistant director of sales for the company.

Adler Plea to Showmen

(Continued from page 1)

as well as delegates to the company's three-day sales convention to commemorate its 45th anniversary.

"We want to know more from you about what people want," Adler told the showmen. "The job would be easier for both of us if we were marketing a staple product, always uniform and unchanging. But every film that turns out is a new business enterprise, a different commodity involving your ingenuity and ours."

"You gentlemen," he said, "of this organization and your exhibitor friends, as well, are more important persons than you realize, in production, the business of creating entertainment for the screen."

Points to New Personalities

As an example of the type of great-cooperation he is seeking, Adler mentioned the development of new personalities. When the studio brings a new potential star, he said, "we must put our heads together so you will know fully why we must have faith in the star and in the film." He asked the opinion of his listeners on the value of personal appearances and promised to provide more "if you can demonstrate to us that you are vitally interested in having stars and other personalities visit your communities." With strong emphasis, he declared: "I want you to understand, on an increasing scale, the reasons for everything we do and nothing can do us more than for you to advise us as to your reactions."

Adler then described to the showmen the company's upcoming \$70,000,000 production schedule.

Outlines Forthcoming State

The studio head then listed numbers of the new pictures by title and asserted that they "contain everything we believe that any devotee of the motion picture theatre should ask for and everything appealing to you as salesmen."

"With the start we have achieved," he concluded, "we can look forward to a box office explosion over our product."

Adler was introduced to the dinner guests by Spyros Skouras, 20th-Fox president.



Spyros P. Skouras (above) 20th-Fox president, welcoming delegates to the company's 45th anniversary sales convention. Seated is Alex Harrison, general sales manager, who is presiding at the meetings which end today. Below, Buddy Adler, executive in charge of production at the studio, a speaker at a special convention banquet last night, is shown with Sol A. Schwartz, president of RKO Theatres, one of the many prominent exhibition leaders who attended.



More
light
+
slower burn=
lower costs



**PROJECTOR
CARBONS**



AS EVERYDAY AS LUNCH...*the hunger*

PICTURES fill a definite human need. They take people out of their homes—out of themselves—away from cares of the day! That's why people like to think about pictures; why they like to talk "pictures," like to go to them . . . like to get their friends to go with them!

Sound reasons, these, for making each picture better—better story-wise—better technically—better to see—better to talk about—in short, better box office!

Sound reasons, too, for closer co-operation with the Eastman Technical Service for Motion

It's what's on the screen...and what people



er for good pictures and the talk about them!

icture Film . . . maintained to help the industry
olve problems of film selection, production and
rocessing, and exhibition . . . dedicated to the

principle that the better the picture the better
the box office! Offices at strategic locations.
Inquiries invited.

Motion Picture Film Department, **EASTMAN KODAK COMPANY**, Rochester 4, N.Y.

ast Coast Division: 342 Madison Ave., New York 17, N.Y. Midwest Division: 130 East
andolph Dr., Chicago 1, Ill. West Coast Division: 6706 Santa Manica Blvd., Hollywood 38, Cal.

**WIDE SCREEN
COLOR**

ple say about it... that counts



Minimum Pay

(Continued from page 1)

standing regarding the scope of this proposed legislation," McCarthy explained. "It should be clearly understood that if any theatre operator has in his employ anyone receiving less than \$1 an hour in wages that employee's wages will go up to \$1 an hour minimum if \$1046 becomes law.

"The confusion as to the scope of the proposed amendments to the present Federal wage-hour law apparently stems from recommendations made to the Senate Labor Committee. These recommendations, made after hearings on the proposed amendments, would extend the present minimum wage coverage of \$1 an hour to all retail businesses doing an annual gross of less than \$750,000. Retail businesses doing an annual gross of \$750,000 or more would be subject to the following wage-hour scale: First year, \$1 an hour minimum, with overtime pay after 46 hours; second year, \$1.10 an hour, with overtime after 44 hours; third year, \$1.20 an hour, overtime after 42 hours; fourth year, \$1.25 an hour, overtime after 40 hours.

"From this schedule, any exhibitor can figure out what adoption of these recommendations would cost him. For the many theatres that are still marginal operations, notwithstanding reductions in the Federal admission tax, these extra operating costs would be fatal. And for bigger theatres employing sizable staffs the added cost of operations would be staggering.

"There are other angles, too. Unlike other retail establishments, for example, theatres employ many part-time workers who would be thrown out of work if their wages were forced up to \$1 an hour. Many of these people are persons on pensions or eking out their Social Security income as far as permissible. There are others who otherwise would be unemployable.

"All exhibitors, large and small, should write or wire their Senators and Congressmen immediately, pointing out that this is still a distress industry and that the inclusion of theatres in this proposed legislation would close many houses and throw thousands of people out of jobs."

Disney Prods. 1959 Net Down Slightly from '58

Special to THE DAILY

LOS ANGELES, Jan. 7.—Walt Disney Prods. reports consolidated net profit of \$3,400,228 for the fiscal year ended Oct. 3, 1959, which compares with previous year's \$3,865,473.

Total gross income for the year amounted to \$58,432,399, compared with \$48,577,262 in 1958. Film rentals were up \$6,509,738 to a total of \$25,677,209. Television income was down \$310,043 to \$9,639,687, and gross income of Disneyland Park increased \$3,599,486 to \$17,095,672. Other income from publications, licensing, comic strips and music aggregated \$86,019,831, compared with \$5,963,875 in 1958.

Scent of Mystery

CONTINUED FROM PAGE 1

how secure a market or how wide an acceptance the process will establish.

"Scent of Mystery" is a lot of fun. It is fresh and vast and cleverly done. It offers thrills directed so that the viewer feels he personally is making a discovery each time his whiff is true. Therefore, he is at once flattered and amused up to 30 times during the motion picture. The odors are many and varied. They range from roses to mules, with literally a grab bag of olfactions spilled down the ladder of scent—bananas, gasoline, onions, coffee, wood, bread, tobacco, assorted cosmetics and the "Scent of Mystery" itself, a fragrant perfume.

The effects of the odors in the theatre are almost as varied as the odors themselves. Many are subtle, others so subtle that a viewer with a less sensitive scent is bound to miss them. Many are powerful, others so pungent they are embarrassing; these smack the viewer right across his nose and occasionally cause his eyes to tear.

"Scent of Mystery" is a comedy-mystery broad in all its avenues. Its Technicolor and photography are spectacular, indicating virtue of location shooting, in this instance, in Spain. Many scenes are truly breathtaking, notably those in which John Von Kotze's cameras patiently pan the magnificent Spanish countrysides and coastal plains. The bull-rushing scenes shot in Pamplona are as hearty and colorful as anything similar done before in motion pictures. The cameras also obtain stark and beautiful effects from the air which further intensify the action. Not to be overlooked is the use of eight channel sound, a process that allows pinpoint oral timing on the screen, as natural as dialogue emanating from the live stage.

DIRECTED BY Jack Cardiff, "Scent of Mystery" stars Denholm Elliott, Paul Lukas, Peter Lorre, Beverly Bentley and Diana Dors. They perform pleasantly and they seem to be having a happy time. Some of the moments are slapstick in William Roos' script. Elliott is an English tourist in Spain, Lorre his native cab driver, advisor and confidant. Lukas is an engagingly sinister villain and Miss Bentley, blonde and cleanly attractive, the go-between for a group determined to murder a young, prospective heiress. The desserts are just and Elliott, that fortunate bloke, winds up with a young woman far more beautiful than he would have supposed, in a delightful turn of events that is as pleasing to the audience as it is to the hero. The film is big and bright enough to do without odors, although these do count in the run toward justice and, fortunately, the scents do not distract from the film's other good elements.

Smell-O-Vision does not present all there is to smell. Rather, it is selective, using for the most part pleasant aromas chosen not at random but through a thorough web of design, and leading to important questions to be answered as the scent process begins to achieve maturity: What odors should be used? All of them? Or only those which are pleasing? Or some which are heavy and offensive but important and challenging?

Todd wisely has been cautious. He evidently is content to let his audiences smell out the problem for him and, in "Scent of Mystery" he has taken an important step in the construction of what could become the industry's biggest bridge in many years.

Running time, 135 minutes. General classification. Release, Special.

SAUL OSTROVE

Radio Spectacular

(Continued from page 1)

tional director of advertising, publicity and exploitation.

Columbia, through its advertising agency, Donahue & Coe, is staging the spectacular, described as the first of its type in the film industry, with John Blair and Co., radio and television station representatives.

Ferguson said that the radio spectacular was comprised of week-long round-the-clock saturations keyed to local playdates in each of the cities plus a long-range exploitation campaign on each station, which will get under way immediately.

The cities to be covered include New York, Baltimore, Boston, Chicago, Cincinnati, Dallas, Fort Worth,

Denver, Detroit, Houston, Indianapolis, Kansas City, Los Angeles, Louisville, Miami, Minneapolis, St. Paul, New Orleans, Norfolk, Philadelphia, Pittsburgh, Portland (Oregon), Providence, St. Louis, San Francisco, Seattle, Washington, D. C., Cleveland, Buffalo, Milwaukee, Atlanta and San Diego.

The long-range exploitation package will include open-end interviews with Tony Curtis, Dean Martin and Janet Leigh, the film's co-stars; local disc jockey contests, and an extensive promotion of Dean Martin's recording of the title song from the film. In addition, Janet Leigh and featured player Barbara Hines, who will make cross-country tours in behalf of the film, will be available for local appearances and interviews.

Myers Rallie

(Continued from page 1)

out of the effort against federal legislation on this subject. He said this a "shortsighted and erroneous view because the bill poses a threat to exhibitors whether they realize it or not."

"There is absolutely no need for federal law controlling wages and working conditions in theatres," said. "It is nonsense to say that wages paid theatre employes in one state affect those in another. Exhibitors should hit this extension of federal power with all influence they command."

"Regulation of working conditions in businesses which are not directly engaged in interstate commerce is primarily and more appropriately a state function. State legislatures are better aware of conditions within their borders than Washington can possibly be. They can shape the legislation to meet local conditions and if a wage scale becomes unduly burdensome they may be expected to ease load."

BFPA Hits TV Sales

(Continued from page 1)

council yesterday. Woolf told group that FIDO had not approached him to acquire the pictures, and Watkins said today that he then pointed out to the producer that "FIDO is for the benefit of the industry; it is not its present policy to sell out producers with films available to TV."

"Our complaint against Woolf Watkins continued, "is that he was fully aware of this but did not tell FIDO."

At this point Watkins admitted however that BFPA members are wholly satisfied with the workings of FIDO which has "perhaps been cautious in this regard." He suggested that it is time for FIDO to reappreciate its policy and start looking for films aggressively "as there are still batches which could be made available to TV."

Nevertheless, Watkins added, he and his associates are disappointed that these 55 pictures sold to TV are not in FIDO's bag."

Herman Silverman Dies; Wometco Vice-President

Special to THE DAILY

CORAL GABLES, Fla., Jan. 7.—Herman Silverman, vice-president of Wometco Enterprises, Inc., in charge of theatre film purchasing, died suddenly at his home here this morning as he was preparing to come to office at the company where he had been employed since 1932. He was 61.

He is survived by his wife, Gillespie Silverman, whom he married in Scotland; two daughters, Jane Anne, 5, and Lenora Sandra, 3; brothers, Lionel of Philadelphia, Isadore of Cleveland, and a sister, Mrs. Reva Kasnitz of Boston.

Services will be held Sunday in the Gordon Chapel, Miami, at 1:00

MOTION PICTURE DAILY

87, NO. 6

NEW YORK, U.S.A., MONDAY, JANUARY 11, 1960

TEN CENTS

EDITORIAL New Year at U-I

By Sherwin Kane

WHEN Universal's sales executives met here a year ago, product on hand was scarce following a six months shutdown of the studio; future sales were uncertain both as to number and box office potential and outlook was far from rosy.

This week, starting today, Universal sales executives convene again at the home office. The picture, as everyone knows, is as different from a year ago as is black from white.

Starting with "The Perfect Furlough" last January which, incidentally, Universal's "Hi" Martin held over from the Christmas-New Year ad, overcrowded with holiday releases, to launch in mid-January—and excellent results—Universal had a succession of hits that has continued the present and promises to expand into the future.

"Furlough" came "Imitation Life," followed in quick succession by "This Earth Is Mine," "Pillow Talk" and now "Operation Petticoat." Until recently, "The Glenn Miller Story" with a gross of \$7,300,000 had been unchallenged for six years as Universal's all-time high grosser. In the past several months, two successful releases, "Pillow Talk" and "Operation Petticoat," appeared to threaten the record, each in its turn.

It is not an unreasonable estimate that these five productions of the past months will account for an aggregate domestic gross of \$30,000,000—that they will provide an average of six weeks playing time for theatres.

These are indeed impressive results that should contribute greatly to the better atmosphere in which to open Universal's 1960 convention today. However, of even greater significance is the product story for 1960 which promises to equal or surpass last year's record with such entries as "Snow on a Parsonage," "Portrait in Black," and "The Rat Patrol," to name only a few of the most promising.

Such a change-about in Universal's fortunes in so brief a time is a dramatic example of the rewards that can be reaped in today's market with the right product which is expertly sold. Behind this metamorphosis is the hard work, conviction and persistence of Milton R. Rackmil, president, which has more to bring it about than any other factor.

Universal to Open Sales Meet Today

The week-long Universal Pictures' sales executives conference will get underway at the home office this morning with Henry H. "Hi" Martin, vice-president and general sales manager, presiding. Milton R. Rackmil, president of Universal, who is participating in the conference, will address the opening session this morning and he will outline future production plans on Friday.

Edward Muhl, vice-president in charge of sales, will also speak.

(Continued on page 2)

UA Names 4 Regional Field Supervisors

(Picture on page 4)

United Artists field representatives Addie Addison, Wally Heim, Max Miller and Bill Sholl have been appointed to the newly-created posts of regional field supervisors, it was announced at the weekend by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation.

(Continued on page 4)

Col., Beech-Nut Tie-Up For New Clark Film

By SIDNEY RECHETNIK

The details of Columbia's nationwide "Name the Mascot" contest to promote Dick Clark's first motion picture, "Because They're Young," the company's Easter Week release, were outlined to the press by Robert S. Ferguson, national director of advertising.

(Continued on page 5)

New Memphis Censor Board Advised by Mayor To Travel 'Middle Road'; Chairman Elected

Special to THE DAILY

MEMPHIS, Tenn., Jan. 10.—Members of the new board of censors here, all appointed to the position for the first time last week, were advised by Mayor Loeb at the weekend to "go down the middle of the road between the two extremes I consider equally bad—too stringent and no censorship at all."

The board was also briefed by City Attorney Gianotti who said "Some don't believe in censorship. There is very little left, in my opinion, to be said for censorship."

Gianotti reviewed several past cases of films banned here and described court action taken in some instances.

Following the briefing session, Mrs. Judson McKellar was elected chairman of the censor board and Mrs. P. M. Wiebenga was named secretary. Other members include Gene Bearman, Fred Morton and Mrs. Richard Towne.

Minimum Wage Law on House Group Agenda

From THE DAILY Bureau

WASHINGTON, Jan. 10.—Members of the House Democratic Study Group started work at the weekend on a number of major issues they will seek action on during the current session of Congress. One of these is "amendments to the Fair Labor Standards Act, including an increase in the minimum wage and extensive coverage." This latter legislation is being opposed by many theatre industry groups.

WGA Strike Jan. 16 To Hit All Majors

From THE DAILY Bureau

HOLLYWOOD, Jan. 10.—Following a membership meeting held concurrently on both coasts the Writers Guild of America has set Saturday, Jan. 16 at 11:59 P.M., as a strike date against the major motion picture producers in two fields, theatrical motion pictures and television films. The

(Continued on page 5)

Ready New Method of Photo Images on Film

An electronic method of producing photographic images on film for projection directly on a screen or for television is expected to be announced by the General Electric Company today.

(Continued on page 5)

Fox Meet Ends

Einfeld Calls For Ads in 'Good Taste'

Strikes Out at Critics Of Leadership in Industry

A call for the motion picture industry to "maintain and raise the level of good taste" in promotion of its product was sounded here at the weekend by Charles Einfeld, vice-president of 20th Century-Fox. Reform is particularly needed, he said, in the current advertising of some foreign films by art theatres.

At the same time Einfeld, who spoke Friday at a final session of the company's 45th anniversary sales convention, attacked persons within the industry who criticize its leadership "to gain selfish ends."

While promotion of American pictures today "is the highest it has ever been," Einfeld declared, "we must constantly raise it higher to keep our medium in the forefront as the greatest form of entertainment." Taste and quality are the criterion for all phases of merchandising activity, he pointed out.

"We must always strive for better product," he said.

(Continued on page 5)

Sees Spur to Marcus Plan in Guild Crisis

From THE DAILY Bureau

WASHINGTON, Jan. 10.—The impending Hollywood crisis over talent guilds' demands for participation in proceeds from sales of post-1948 film libraries to television is cited by Abram F. Myers, Allied States chairman and general counsel, as a powerful argument for the Ben Marcus plan.

(Continued on page 4)

TOA Board Meeting in Washington, Feb. 22-24

Theatre Owners of America will hold its annual mid-winter combined meeting of the board of directors and executive committee at the Mayflower Hotel in Washington, D.C., on Monday, Tuesday and Wednesday, February 22-24.

(Continued on page 4)

PERSONAL MENTION

PAUL LAZARUS, Jr., Columbia Pictures vice-president, returned to New York at the weekend following hospitalization for an emergency appendectomy on the West Coast several weeks ago.

HUGH OWEN, Paramount vice-president, is in Philadelphia from New York. He will return tomorrow.

JOSEPH M. SUGAR, Magna Theatre Corp. vice-president and general manager, will leave here today for Montreal to attend a meeting of 20th Century-Fox personnel.

HARVEY HASKELL HARLING, son of **PHILIP F. HARLING**, vice-president of Fabian Theatres, celebrated his Bar Mitzvah last night at the Croydon Hotel here.

ARNOLD MAXIM, president of MGM Records, is in Hollywood from New York.

RUTH KICKHAM, secretary to **JOSEPH E. LEVINE**, president of Embassy Pictures Corp., Boston, is engaged to marry **GEORGE A. LUCY, Jr.**, of West Roxbury, Mass.

SUMNER REDSTONE, official of Northwest Drive-in Theatre Corp., Boston, is recuperating there following hospitalization.

KONSTANTIN KALSER, president of Marathon TV Newsreel, will leave New York today for Germany.

JACK ROSE, producer of "Bay of Naples" for Paramount, arrived in New York on Friday from Rome, and left here last night for Hollywood.

SPENCE PIERCE, operator of drive-in theatres in the Knoxville, Tenn., area, has returned there from Atlanta.

Texas P-TA Groups Urge Better Film Advertising

Special to THE DAILY

DALLAS, Jan. 10.—The Dallas City Council of Parent-Teacher Ass'n's. wants P-TAs to wage a statewide drive for better advertising of motion pictures. It has requested that the subject of film advertising be included on the agenda of the April conference of Second District, Texas Congress of Parents and Teachers, in Irving, Texas.

In addition, the district president is asked to present the subject to the state board of managers at its mid-winter meeting for united action of the congress.

The Dallas council has written managers of local film exchanges and theatres for improvement of their newspaper advertising, and that on the theatre premises. A summary of the replies received contended there are not as many good motion pictures being made now as in the past; that responsibility falls on the parents, who do not avail themselves of good films and neglect to inform themselves of the pictures their children see.

U. S. Press To Select Best Young Entertainers

Special to THE DAILY

HOLLYWOOD, Jan. 10 — Two thousand members of the country's press corps at the weekend received ballots to select a girl and boy entertainer for the Eighth Annual Mars Gold Star Awards, from among 53 young performers under 16 entered in the competition. Sponsor of the contest is Mars, Inc.

Nominees include those making "outstanding contributions" in motion pictures, television, the legitimate theatre and on recordings during 1959. The field was nominated by producers and other leaders of the entertainment industry. Last year's winners were **Patty McCormack** for her film and television work, and **Jerry Mathers** for the role of **The Beaver** in the TV series, "Leave It to Beaver."

Hoffberg Appointed

Appointment of **Jack H. Hoffberg** as chairman of Cinema Lodge B'nai B'rith's committee to recruit 200 new members, was announced here at the weekend by **Alfred W. Schwalberg**, lodge president. Assisting **Hoffberg** will be **Howard Minsky**, **Leo Jaffe**, **Jack Levin**, **Martin Levine**, **Arnold Picker**, **Sol Rissner** and **Noel Meadow**.

AromaRama \$126,200

"Behind the Great Wall" in **AromaRama** has grossed \$126,200 since its world premiere on Dec. 9 at the **De Mille Theatre** here. Popular admission prices were charged at all performances in the first four weeks of the current engagement.

'Ben-Hur' Gross Reaches \$1,216,792 in 11 Dates

"Ben-Hur" has already grossed \$1,216,792 at the box-office, exclusive of taxes, in just 11 theatres in the United States and Canada, **MGM** said at the weekend. The figures on these theatres have just been compiled at the home office and include grosses through Jan. 5.

The million-dollar mark, which **MGM** had estimated would be reached during the week of Jan. 4, was actually passed on Jan. 2. Virtually all seats have been filled at all 467 paid performances in the 11 theatres with paid admissions reaching 556,875. At **Loew's State** in New York, 147,641 people have paid \$339,358, exclusive of taxes to see "Ben-Hur" in its first 83 performances.

Dais Guests At Dinner For Robbins Announced

Ten leading distributor and theatre circuit executives were named at the weekend as dais guests at the dinner of the Amusement Industries Division of the Federation of Jewish Philanthropies to be held Wednesday night at the **Waldorf-Astoria Hotel** in honor of **Herman Robbins**, president of National Screen Service. The names were announced by **Arthur B. Krim**, chairman of the Motion Picture and Amusement Division of the Federation and president of United Artists. The fete will launch the Federation's 1959-60 fund raising drive.

Those to be seated with **Krim** and **Robbins** are: **Barney Balaban**, president of Paramount Pictures and honorary chairman of the dinner committee; **Simon H. Fabian**, president of the Stanley Warner Corporation and chairman of the dinner committee; **William Brandt**, **Brandt Theatres**; **Samuel Rosen**, executive vice-president of the Stanley Warner Corporation; **Abe Schneider**, president of Columbia Pictures, and **Spyros Skouras**, president of 20th Century-Fox Corp., and treasurer of the dinner committee.

Also, **Gustave L. Levy**, president of Federation; **Irving M. Felt**, campaign chairman of Federation; **Joseph Wilen**, executive vice-president of Federation, and **Rabbi Moshay P. Mann**, of the Actors' Temple.

Bookers to Dine Jan. 18

The Motion Picture Bookers Club of New York will hold its 21st annual installation dinner and dance on Jan. 18 at the **Tavern-on-the-Green** here.

'Sheba' Gross \$200,867

Edward Small's "Solomon and Sheba" has racked up \$200,867 in its first two weeks at the **Capitol Theatre**, **United Artists** has reported.

Universal Me

(Continued from page 1)

charge of production, will also participate in the meetings being attended by home office executives; the company's regional sales managers; representatives of **Empire-Universal** which distributes **Universal's** pictures in Canada and advertising, public and promotion executives.

Philip Gerard, Eastern advertising and publicity director, will conduct special advertising, publicity and motion sessions on Thursday to be attended by home office promotional representatives and others.

Participating from New York sides **Martin** will be **F. J. A. McCa** assistant general sales manager; **J. J. Jordan**, circuit sales manager; **C. Malafrente**, manager of branch operations and maintenance; **Irving We** print department manager **Charles Simonelli**, assistant to president.

Paramount To Open Booking Talks Today

Special to THE DAILY

CHICAGO, Jan. 10. — A two conference with exhibitors of the metropolitan area here, covering merchandising of three Paramount leases, will begin tomorrow under direction of **Joseph Friedman**, Paramount exploitation manager.

Friedman will outline the company's new campaigns on **Cecil B. Mille's** "Samson and Delilah" **Dino DeLaurentiis'** "Ulysses," by 100 exhibitors. Both spectacles open a saturation showing in this on Jan. 27. "A Touch of Larceny" will be the subject of meetings tomorrow with **H. & E. Balaban** executives. The suspense comedy will begin a pre-release engagement at circuit's **Esquire Theatre** here Jan. 20.

AIP Gets 'Planet'

HOLLYWOOD, Jan. 10.—**American International Pictures** will distribute the recently completed "Angry Planet" following completion of arrangements between **James H. Nicolson** and **Samuel Z. Arkoff** for **AIP** the producers, **Sidney Pink** and **Man Maurer**. First feature in **C** magic, filmed in **Eastman color**, it will be released nationally by **AIP** 24.

Elect Sidney Kramer

The election of **Sidney Kramer** vice-president in charge of foreign sales of **National Telefilm Association** was announced at the weekend **Oliver A. Unger**, president. **Kramer** joined **NTA** a year ago as director of foreign distribution. Prior to that was foreign sales manager for **Radio Pictures**.

4 decades of distinguished service...
SPECIAL TRAILERS
by
national screen service

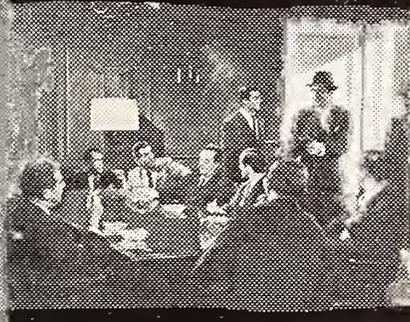
IN THE ERA WHEN THE MOB-RATS RAN WILD THE WILDEST WAS 'LEGS' DIAMOND!



The surprise party for Butcher Bremer and Mad Dog Coll!



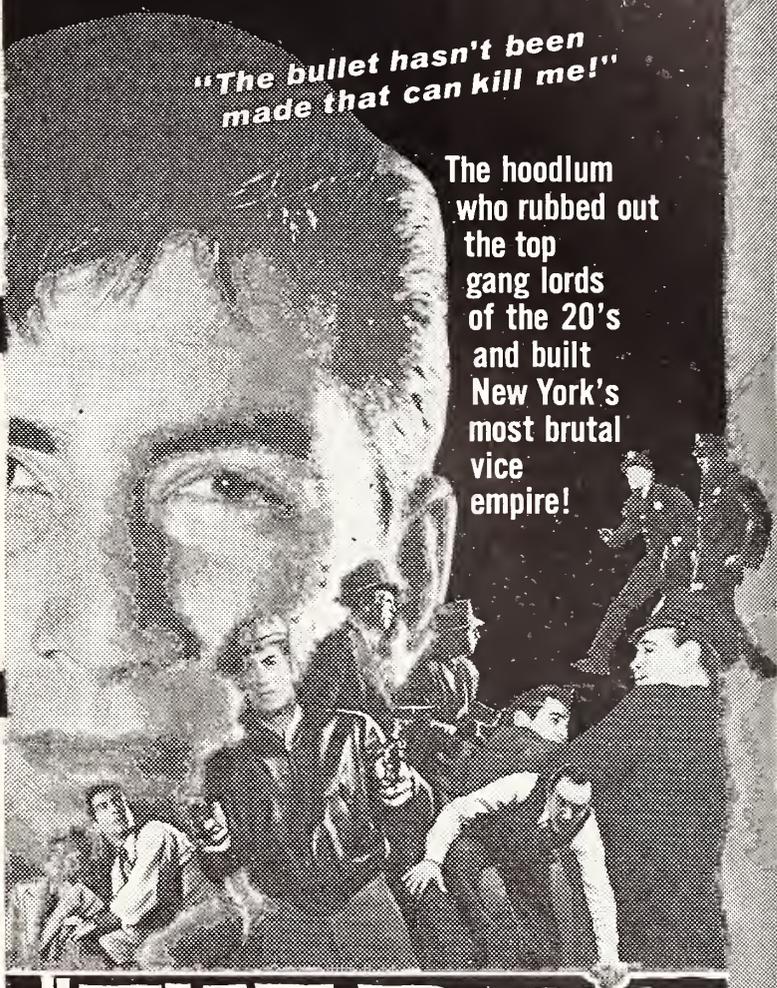
Frenchy Lamar and the rub-out that backfired!



'I've been getting ready for you big shots for years!'



The night they found Diamond's 'pigeon'!



"The bullet hasn't been made that can kill me!"

The hoodlum who rubbed out the top gang lords of the 20's and built New York's most brutal vice empire!

"THE RISE AND FALL OF 'LEGS' DIAMOND"

It is possible that some future day will face another 'Legs' Diamond. If this should happen, the events in this picture should not be forgotten.

NEW YORK CITY SATURATION FEBRUARY 3
Watch Warners bang it over!



TOA's Board

(Continued from page 1)

ary 22, 23, and 24, president Albert M. Pickus announced.

Washington was selected, Pickus said, due to the many Federal legislative matters that are on the Congressional agenda. These include the minimum wage law, from which theatres seek exemption, and the cable toll-TV problem, on which Congressional hearings may be held.

Pickus said the TOA delegation will again, as last year when the mid-winter meeting was held at the Mayflower Hotel, call on their senators and congressmen in Washington.

Kerasotes to Preside

The sessions will open at noon, Monday, and will continue Monday afternoon, Tuesday morning and afternoon, and Wednesday afternoon. George G. Kerasotes of Springfield, Ill., chairman of the board of directors, will preside at the meeting of the directorate.

TOA's board consists of its officers, eight assistants to the president, and 17 vice-presidents. Its executive committee consists of 40 members, headed by Roy Cooper of San Francisco.

Sees Spur to Marcus

(Continued from page 1)

for acquisition of the better films in those libraries by exhibitors.

Myers notes that with the possibility of a strike that would halt Hollywood production, in the event production companies and guilds fail to get together on the issue which would come to a head Jan. 31 when the Screen Actors Guild contract expires, "exhibitors are the pawns in this chess game which may be played in secret."

"Such is the ignominious position of the most important division numerically, and in total investment, in the industry. Isn't it amazing that exhibitors are not rallying around Ben Marcus' plan for acquiring the outstanding pictures contained in the film libraries, not for suppression, as gun-shy individuals have assumed, but for exhibition as reissues in the theatres?"

Suggested at Allied Convention

Marcus, prominent Wisconsin circuit operator, broached his plan at last month's Allied States convention in Miami Beach, which endorsed it by resolution. It is one of several similar proposals which have been made to cope with the threat of grave damage to theatre attendance which could result from the sale of the libraries to television.

Extend Thomas Duties

Frank Thomas, Kansas City branch manager for Allied Artists, will hereafter supervise sales for both the Kansas City and St. Louis exchange areas, it was announced by Harold Wirthwein, AA western division sales manager. Joe Howard will continue as Allied Artists sales representative in St. Louis.



UA appoints four regional field supervisors: With Roger Lewis, vice-president in charge of advertising, publicity and exploitation (seated) are left to right, Wally Heim, Midwest supervisor; Mori Krushen, exploitation director; Addie Addison, Southeast supervisor; Max Miller, Middle Atlantic supervisor; Bill Sholl, West supervisor; and Al Fisher, assistant exploitation director.

U. A. Names 4 Supervisors

(Continued from page 1)

and Mori Krushen, exploitation director. The move is designed to effect closer liaison for developing local and national exploitation programs, it was said.

Under the new expansion program, Addison becomes regional supervisor of the Southeast; Heim of the Midwest; Miller of the Middle Atlantic, and Sholl of the Western sectors of the United States.

Lewis said "the appointments" are in line with the company's extended merchandising activities in meeting the particular needs and requirements of exhibitors throughout the country on all pre-selling campaigns. The new system affords greater contact and service of materials and promotions for maximum selling impact in every major market.

"By establishing increased coordination between the field and the home office, the plan not only allows fullest penetration of each market but encourages the greatest exchange of ideas, methods and tools on the promotion of each picture," he pointed out, adding that the reorganization will also provide a broader basis of

operation for the company's diversified activities in the entertainment field.

As regional supervisor of the Southeast, Addison will coordinate field promotion and exploitation in Dallas, Houston, San Antonio, New Orleans, Miami and all key situations in that area.

Heim, formerly UA field representative in Chicago, will supervise promotion activities in Chicago, Indianapolis, Milwaukee, Minneapolis, St. Paul, St. Louis and other major situations in the Midwest territory.

Miller's Middle Atlantic region includes supervision over Philadelphia, Washington, Baltimore, Norfolk and other situations that fall within the area. Miller had been UA field representative for Washington-Philadelphia.

In his new post as regional supervisor for the West, Sholl will develop exploitation programs in Los Angeles, San Diego, Tucson, Southern California and surrounding areas. Sholl was formerly UA field representative for the Los Angeles territory.

Hold Gain from Story Sale Taxable Income

From THE DAILY Bureau

WASHINGTON, Jan. 10.—The U.S. Tax Court has held in the case of Wayne Griffin that the profit made by a motion picture producer from the sale of a story, "Lone Star," was, under the circumstances, taxable as income and not capital gain. The decision was rendered under the 1939 tax law.

Judge Forrest said in his opinion that Griffin "never produced anything he did not first sell, and except under unusual circumstances did not sell anything he did not also produce." Notwithstanding the absence of an express condition that he be hired as a producer, the sale here was in the regular and ordinary course of his trade or business, and gain therefrom is taxable as ordinary income."

The court's opinion made it clear that its decision was impelled by the circumstances in this particular case. The opinion also stated that "a similar sale by another producer might well be outside the ordinary course of that taxpayer's trade or business." Our sole criterion here, however, is the trade or business of this taxpayer as carried on by him."

IRS Clarifies Exemption Policy For Persons Employed Abroad

WASHINGTON, Jan. 10. — The Internal Revenue Service has clarified the procedures to be followed by a citizen employed abroad who has not worked overseas long enough to qualify for tax exemption on the first \$20,000 of income, but who expects to meet this requirement.

IRS says that a person in this situation should file without regard for the exemption, but claim for credit refund any overpayment of tax after becoming eligible for the exemption. IRS will, upon request, permit the filing of a tax return to be deferred until eligibility for tax-freedom has been established.

Such extensions must be requested on Form 2350. It must be filed with the director, International Operation Div., IRS, Washington 25, D.C., with the appropriate district director of internal revenue.

The application must give the facts relied upon to justify the extension of time. It must include a statement as to the earliest date the taxpayer expects to know whether he can exclude income by reason of overseas residence.

Kerasotes Gets Drive-In

SPRINGFIELD, Ill., Jan. 10.—George Kerasotes, president of Kerasotes Theatres, announced the acquisition of the Twin-City Drive-In, Champaign, Illinois. The theatre was acquired from Mrs. Penelope Mandrich, Chicago, the widow of the late Van Nomikos, prominent Chicago exhibitor. Kerasotes plans to remodel and refurbish the theatre, which is at 12th drive-in in the Kerasotes group of 38 theatres in Illinois. James Aaron, Tipton, Indiana, formerly with the Mallers Bros. Circuit, has been engaged as manager.

Previn Music Director For Academy Program

From THE DAILY Bureau

HOLLYWOOD, Jan. 10.—Andre Previn, MGM studio composer and conductor, has been named musical director for the 32nd annual Academy Awards presentation April 4.

Previn, who was musical director for the 26th and 28th annual Awards ceremonies, has been nominated for an "Oscar" four times.

He won his first statuette last year for the scoring of the musical "Gigi."

Acquire Three Films

International Film Distributors has acquired theatrical and television distribution rights worldwide except for the U.S. and Canada to "Story of G.I. Joe," "Tomorrow the World" and "Street Scene."

Philadelphia-Baltimore Would Offer EMI Stock

From THE DAILY Bureau

WASHINGTON, Jan. 10. — The Securities and Exchange Commission has issued orders giving interested persons until Jan. 22, 1960, to request a hearing upon the application of the Philadelphia - Baltimore Stock Exchange for unlisted trading privileges in the American shares of Electric and Musical Industries.

EMI shares are already listed on the New York Stock Exchange.

Rank Plastics Office

Rank Audio Plastics has moved to executive and sales offices at 25 West 56th Street, here. The company is a joint operation of The Rank Organization, London, and Librairie Hachette, Paris.

Good Taste'

(Continued from page 1)

trations in our ads, graphic art which will represent each motion picture with delicacy and discrimination. The entire concept of advertising must be such that its feeling visualizes the exact quality of a motion picture.

It is our responsibility," Einfeld told the regional managers, "to see that this is done at the local-level—to work with exhibitors, newspapers, radio and TV stations, civic and social organizations—in order to best carry out this job of information, ethically and morally." Citing the vast cultural influence of the motion picture medium, Einfeld cautioned the field that "we will never misrepresent values to the public."

'Go Where the Customer Is'

"Remember," Einfeld said, "go where the customer is. He is on the street or in front of his television set. Tell him of our superior attractions through the media of advertising and publicity. And be certain this has the same quality of status as the fine films you first sell to the exhibitor."

In contrast Einfeld described the advertising of certain foreign distributors whom he criticized for being unaware of the responsibility they share in the American film makers. "Their advertising," he said, "seems to be intended specifically for use in this country. We don't see the same ads abroad. And for this, the motion picture industry as a whole, is criticized."

Defends Industry Against Critics

Writing out at the "selfish" critics in the industry, he attacked them as "washing the industry's linen in public by criticizing instead of suggesting—by invective instead of invention." He then asked, "What good can come of such attacks? By suggestion of invention any serious problems in the industry may have been improved."

Calling such persons "naive," Einfeld said they believe "they can fool a people of experience who have left the industry and made it possible for thousands upon thousands to have employment in the greatest medium of enlightenment ever developed."

In closing Einfeld commended the motion picture industry and publicity managers for "the fine work you have done in bringing the message of the medium to the public."

"The job is never ending," he said, "the motion picture industry grows, and our promotion grows in dignity and taste."

Encouraged by Skouras

Earlier Friday the convention heard from Skouras, 20th-Fox president, in concluding address in which he stressed the necessity to promote the company's pictures through every possible means of communication. He listed the large number of people qualifying as family entertainment and methods of promoting it. He

Quality and Taste Pay Off: Einfeld

Pictures of quality and taste are the ones that have proven to do the best business, Charles Einfeld, 20th-Fox vice-president, said here Friday at the company's sales meeting. "As an industry," he added, "we are proud of this achievement and should continue to stress the quality of our attractions by the image our advertising creates. This should be done in the finest taste, with respect for the wholesomeness of the American family."

WGA Strike

(Continued from page 1)

companies involved are Allied Artists; Columbia; Loew's; Paramount; 20th-Fox; Warners; Universal and Disney, and such subsidiary companies and other companies which are controlled by any of the aforementioned companies, or which have financial and/or distribution agreements for television films with any of the aforementioned companies.

Negotiations for a theatrical motion picture contract have been suspended for several weeks. That contract expired Nov. 17 1959.

One WGA member who attended the meeting here for a vote to authorize the council to strike, stated that the Screen Actors Guild would be expected to support the WGA move.

'Bramble Bush' Drive Readied by Warner

Warner Bros. this week is launching a specialized saturation exploitation drive for "The Bramble Bush" with a two-week tour by three top promotion executives, who will visit 33 cities in the U.S. and Canada on behalf of the new Technicolor film, the company announced at the weekend.

Leading the drive will be Bill L. Hendricks, studio publicity director; Max Bercutt, assistant to executive vice-president Benjamin Kalmenson, and Herbert Pickman, special events manager of the company's office here. They will leave here Friday to meet with exhibitors, newspaper editors and columnists, radio and television representatives and local merchandising executives.

also called special attention to the seven J. Arthur Rank pictures 20th-Fox has acquired for distribution in this country.

The final session Friday was led by Alex Harrison, general sales manager, who was joined by his assistant general sales managers, Glenn Norris and Martin Moskowitz.

Harrison praised the men for the "frank and constructive reports" each of them had made at the meetings. He also cited the valuable opportunity to exchange ideas and plans in merchandising the company's product.

Tax Deferral Bill Is Seen 'Coming Up Quick'

From THE DAILY BUREAU

WASHINGTON Jan. 10.—Rep. Hale Boggs (D., La.) at the weekend told MOTION PICTURE DAILY that he expects his bill, H.R. 5, to permit tax deferral on overseas earnings of U.S. companies, to "come up pretty quick" before the Ways and Means committee.

The tax-writing group has not met this year, but a meeting early in the week of Jan. 11 is probable. H.R. 5 is believed high on the agenda, with proposed revisions in taxation of estates, trusts, partners, and partnerships ahead of it. These earlier items are so complex that it is believed that changes already tentatively approved by the committee will be adopted unchanged, or that all will be rejected pending re-drafting.

Boggs said that he is "optimistic about the bill" and that he certainly hopes that the committee will "move it along" toward further favorable action by the House.

Compo Ad Lists 18 Big Features Set for '60

The 111th in the series of Compo ads in *Editor & Publisher* lists 18 big pictures from nine major distributors that will be shown in theatres during 1960.

The list of features follows: Allied Artists, "Streets of Montmartre" and "Pay or Die"; Buena Vista-Walt Disney, "Kidnapped" and "Pollyanna"; Columbia, "Who Was That Lady?" and "Suddenly, Last Summer"; Metro - Goldwyn - Mayer, "Ben Hur" and "Never So Few"; Paramount, "The Rat Race" and "One Eyed Jacks."

Also, 20th Century-Fox, "Can-Can" and "The Story of Ruth"; United Artists, "On the Beach" and "Solomon and Sheba"; Universal-International, "Spartacus" and "Operation Petticoat," and Warner Bros., "The Miracle" and "Cash McCall."

New Photo Method

(Continued from page 1)

tomorrow. It is said to be applicable to motion pictures, particularly as employed in television, for electronic computers, and for image and data storage.

As described in the December issue of the *Journal of Applied Physics*, publication of the American Institute of Physics, the process translates an image or data into a system of coded signals, which are used to produce variations in a beam of electrons. This beam then moves across "thermoplastic" film to form a pattern of electric charges, which are converted—by a process of "development" taking only a tiny fraction of a second—into a physical pattern of depressions and ridges on the film.

Because this physical pattern is visible to the eye, the process, which is accredited to W. E. Glenn of GE, is regarded by some persons acquainted with it as possibly superior, at least potentially, to video tape recording because the film can be readily edited.

Col.-Beech Nut

(Continued from page 1)

tising, publicity and exploitation, at the company's home office Friday.

The tieup, which began nationally on the Dick Clark show last Saturday night over the ABC-TV network, involved Beech-Nut Gum, the show's sponsor, and will cover a 13-week period, seven consecutive weeks of which will be keyed by the Dick Clark TV show, Ferguson said.

In announcing the contest Saturday night, Clark invited his viewers to submit suggested names for the bassett hound which appears in the picture as the mascot of the high school where most of the story action takes place.

Home Town to Be Winner

The first prize in the contest, which will offer 1,146 additional merchandise prizes, will be the staging of the world premiere of the motion picture in the home town of the winner on Saturday night, April 2. A premiere dinner, to be sponsored by Beech-Nut, will be attended by Clark and other cast members, and 100 guests of the winner, who also will win a swimming pool. It is planned to have the Clark show emanate from the winner's home town on premiere night.

To back up the television show, which goes into 95 key markets covering 90 per cent of all television homes in the country every week, according to survey by Young & Rubicam, which handles the sponsor's account, Beech-Nut is distributing full-color display stands to 7,000 retail outlets across the country, in addition to contest entry blanks to be distributed by 350,000 smaller stores, each carrying the "Because They're Young" message. The contest will run from Jan. 9 to Feb. 26, with the winners to be announced on the March 19 "Dick Clark Show."

Sees Campaigns All-Important

"The only way to have successful pictures," said Ferguson, "is to have successful campaigns. The days of just putting a picture on the screen are over. Today a successful campaign must start when the picture goes into production, continue during the height of its release, and beyond, until the last guy has bought his ticket. The campaign on this picture is geared to continue well past its Easter playdates."

UA Sets Easter Film

"The Boy and the Pirates," Bert I. Gordon production in Eastman color, will be released nationally Easter Week, it was announced by William J. Heineman, vice-president of United Artists. The action-adventure story is regarded by UA as "excellent family screen entertainment" for the holiday week. The total elapsed time between start of production on Dec. 3, and the scheduled release date on April 17 is 136 days, which is believed to be a record for a big budget picture in color, Heineman said.

Thank you...

... Showmen
of America!...
for all
the nice things
you said
about me during
the celebration
of my 40th
Anniversary!



NATIONAL *Screen* SERVICE
PRIZE DAY OF THE INDUSTRY



MOTION PICTURE DAILY



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TEN CENTS

les Meet Opens

J' Continues emphasis on quality: Martin

lease Schedule for Months Is Announced

(Picture on Page 6)

iversal-International will continue its current policy of emphasizing quality in product rather than number through 1960 and beyond that, Henry "Hi" Martin, vice-president and general sales manager, said here yesterday at the opening session of the company's sales executive conference. The meetings will continue through January.

Participants include the company's office sales executives, its regional sales managers, representatives of Empire-Universal of Canada, which handles distribution of Universal's releases in Canada, and advertising, publicity and promotion executives. Martin reminded his listeners that the company's 1959 releases — "The Perfect Furlough," "Imitation of Life" —

(Continued on page 6)

ranze Is Appointed Paramount Vice-President

The appointment of B. G. Kranze as vice-president of Cinerama, Inc. in charge of worldwide distribution and promotion was announced yesterday by Harry E. Reeves, president.



B. G. Kranze

Kranze has been a sales vice-president of the late Warner-Cinerama Corporation for the past four years. In addition to this, he was general sales manager of United Artists.

A veteran of 35 years in the industry, Kranze will make his headquarters at Cinerama's main office here.

Ad Materials Submitted To Code Show Decrease

From THE DAILY Bureau

WASHINGTON, Jan. 11. — Volume of advertising and publicity materials submitted last year to the Advertising Code Administration of the Motion Picture Assn. decreased slightly from the previous year's volume. The total of items submitted to the New York and Hollywood offices for approval in 1959 was 169,679 compared with 172,011 for 1958.

Gordon S. White, Advertising Code administrator, in the 1959 annual report made to MPAA president Eric Johnston, noted that 1,374 items were rejected or revised last year against 1,362 revisions or rejections a year earlier.

Krim to Aid Phone Appeal for Federation

Arthur B. Krim, president of United Artists, will be chairman of the day on Tuesday, Jan. 26, during Dial-a-Thon, the annual telephone appeal for the Federation of Jewish Philanthropies, it was announced yesterday by Edwin Rosenberg, Dial-a-Thon chairman.



Arthur Krim

Krim, who is campaign chairman of the motion picture museum division of the Federation, will lead a number of motion picture celebrities.

(Continued on page 4)

FCC Asks Congress to Provide It With Greater Authority in Some Areas

From THE DAILY Bureau

WASHINGTON, Jan. 11.—The Federal Communications Commission's Silver Anniversary Report covering the year ended June 30, 1959 is non-committal on subscription TV, payola, and other questions much in the public eye. It does say, however, that it would like Congress to give it some more authority in certain areas.

Subscription TV receives a straight historical treatment in the FCC document, culminating in the bare phrase (still true today) that "as of July 1, 1959, no applications were on file"

To Coordinate with Ben Marcus Plan

MPI to Negotiate for Post-'48 Libraries Board Authorizes Reade to Open Talks; Would Boost Product Supply

The executive committee of the board of directors of Motion Picture Investors, Inc. announced yesterday that Walter Reade, Jr., president of MPI, has been authorized to negotiate for the procurement of motion picture films

to be distributed to motion picture theatres and television.

Reade stated that the number of pictures scheduled for release in 1960, including those before the cameras today, are not sufficient to service the 18,000 theatres operating in the United States. MPI will attempt to supplement that supply by acquiring the licensing rights for a group of important post 1948 feature films, he said.



Walter Reade, Jr.

The distribution of proven money-making films is in keeping with the intents and purposes of the MPI, Reade stated.

Reade pointed out that several proposals for distribution of such pictures.

(Continued on page 2)

Urges Allied Close Ranks for Harmony

Special to THE DAILY

BRULE, Wis., Jan. 11.—"The problems of Allied States will only be solved if good will and cooperative effort are displayed by all concerned," Joe Plinka of the Liberty Theatre here, said in a statement made public today.

He said there should be no issue over Allied's having "a grass roots" president, inasmuch as experience has shown that they as well as metropolitan theatre operators possess the ability.

(Continued on page 4)

Fox Area Meets Start In Montreal Today

A nation-wide series of area showmanship and local-level sales meetings will be held this month, as a direct result of the recently concluded 20th Century-Fox 45th anniversary sales convention, it was announced by Alex Harrison, general sales manager.

The first meeting begins today in Montreal.

(Continued on page 4)

Industry '60 Prospects Are Bright: Barron's

Prospects are bright for the motion picture industry in 1960, a year likely to set a most encouraging pace for the new decade in the nation's theatres, according to a lengthy "upbeat" report published in the current issue.

(Continued on page 4)

Aneser Now Paramount Ass't. Adv. Manager

Kenneth Aneser has joined the Paramount Pictures advertising department as assistant advertising manager and will work under the supervision of...

(Continued on page 3)

PERSONAL MENTION

ABE MONTAGUE, Columbia Pictures executive vice-president; RUBE JACKTER, vice-president and general sales manager, and JEROME SAFRON, circuit sales executive, were in Philadelphia yesterday from here.

HOWARD MINSKY, assistant to GEORGE WELTNER, Paramount vice-president in charge of world sales, left New York yesterday for Philadelphia.

DONALD E. BORENSTEIN, son of the late JOSEPH W. BORENSTEIN, Connecticut industry pioneer, has become engaged to BARBARA LOIS GLOTZER of West Hartford.

BERNARD BIRNBAUM, Columbia Pictures assistant secretary and assistant treasurer, has become a grandfather again with the birth of a boy at Forest Hills General Hospital to his daughter-in-law, Mrs. JULES BIRNBAUM.

KAY KAUFFOLD, general clerk for United Artists, Omaha, was married there last week to JAMES RASMUSSEN.

SIDNEY DENEAU, Paramount vice-president, was married recently to CHARLENE REICHARD.

Celebrities to Attend 'Page One' Bow Here

The Rivoli Theatre will be closed all day tomorrow in preparation for the premiere at night of "The Story on Page One." Many celebrities, in addition to those previously announced, have accepted invitations to attend the opening. Among those who will be present are the picture's star Anthony Franciosa, featured players Mildred Dunnock, Hugh Griffith, Sanford Meisner, Alfred Ryder and Katherine Squire, and Eli Wallach, Leonard Lyons, William Gibson, Carol Lynley, Diane Baker, Billy Rose, Al Hirschfeld, Louis Nizer and dozens of others.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETTICOAT"
JOAN O'BRIEN • GINA MERRILL • ARTHUR O'CONNELL
A GRAMART PRODUCTION
A UNIVERSAL INTERNATIONAL RELEASE in Eastman COLOR
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MPI Seeks Post-'48 Films

(Continued from page 1)

tures were considered at the MPI executive board meeting held in Chicago last Saturday.

En route to Los Angeles yesterday, Reade said the number of pictures under consideration will materially help all exhibitors, large and small alike. The MPI plan will, in effect, be coordinated and implemented with the plan suggested by Ben Marcus. Reade and Marcus have been in a series of meetings and are working together on this plan.

Details Still to Be Announced

Exact methods of distribution and titles of films will be announced in the near future, it was stated.

MPI got into action last summer after several years of planning and organization spearheaded by H. E. Jameyson of Commonwealth Theatres, Kansas City, and associates. J. Robert Hoff took a leave of absence as president of Ballantyne Co., Omaha thea-

tre equipment manufacturer to serve as sales director of MPI securities. Initial funds raised were invested in securities of major companies to afford exhibitors represented in M.P.I. a voice at stockholders meetings of such companies, with the aim of exerting some influence on policies.

Spoke at Columbia Meeting

Reade appeared for the first time as an MPI spokesman at a major company's stockholders meeting when Columbia Pictures called a meeting at its home office last month.

Numerous exhibitor organizations have invested in MPI, as well as individual exhibitors and allied interests. At the outset it announced a goal of \$5,000,000 for investment in the industry. It is understood to have raised less than \$1,000,000 to date, although its sales efforts are still in full swing and may be expected to be accelerated in view of the new plans.

Sturm Named Head of Fox Buffalo Branch

John L. Sturm, a salesman in the Detroit office of 20th Century-Fox, has been appointed head of the Buffalo branch office, Alex Harrison, general sales manager, announced yesterday. Sturm succeeds the late Charles B. Kosco.

The son of the late 20th Century-Fox branch manager, Lester Sturm, the new Buffalo head has been with the company since 1938, several months after his graduation from the University of Detroit. His first position was as assistant shipper at the Detroit branch. Before his induction in military service, young Sturm had advanced to that office's ad sales managership.

After four years of military service, Sturm resumed his employment at the Detroit office as salesman and assistant office manager, holding that position until his advancement to the Buffalo managership.

Bruno Rites Today

Funeral services for James Bruno, Sr., father of James Bruno, managing director of Loew's Capitol and State Theatres here, will be held today in Dorchester, Mass. Bruno, 92, died Saturday at his home in Dorchester, leaving his wife, two daughters and another son.

Breider Leaves M-G-M

CINCINNATI, Jan. 11.—A. E. Breider, in the sales division of M-G-M here, has resigned, effective Jan. 18, to become national sales manager for Sponsor Publications, Inc.

St. Louis Trust Suit Withdrawn by Esquire

Special to THE DAILY

ST. LOUIS, Jan. 11.—The Esquire Theatre Co. has withdrawn its anti-trust suit against the Arthur Enterprises, Inc., and the St. Louis Amusement Co., according to Edward Arthur, general manager of the companies named as defendants. The Esquire suit had been filed in connection with its demands for first-run films.

Arthur said that in view of the dismissal of the Esquire suit, Arthur Enterprises Inc. and the St. Louis Amusement Co. had dismissed their cross complaint and counter claim with the condition that the former defendants be allowed to refile their suit any time before Jan. 9, 1964, without being barred by the statute of limitations.

Jan. 7 Dismissal Date

Esquire, it was reported, has agreed to waive the defense of the statute of limitations in the event of a new suit, for damages the former defendants should claim for the period Oct. 1, 1955 to Jan. 7, 1960. The latter is the date of the dismissal order.

63-Week 'Pacific' Run

OMAHA, Jan. 11.—"South Pacific" closed at the Cooper Theatre here yesterday following a run of 63 weeks during which some 300,000 persons viewed the Todd-AO feature.

Between the closing of "South Pacific" and the Feb. 17 opening of M-G-M's "Ben-Hur," the Cooper will be closed for renovation and remodeling.

Sunday Films Viewed Possible in Manitoba

Special to THE DAILY

TORONTO, Jan. 11.—The Sunday motion picture openings in Canada outside of Quebec—if they when—will probably be in Manitoba.

Indicative of thinking in that province is the resolution recently passed by the Winnipeg City Council asking legislation to make a charter amendment to permit commercial Sunday sports and entertainment with the exception of horseracing.

Prompting the action is the interest of the Manitoba Picture Theatres Association and interest in the case the Crown vs. Production and Coordination Enterprises, which concluded part of its week-long film festival on a Sunday.

The case was remanded. Provincial exhibitors associations across the country are actively campaigning Sunday shows.

Virginia Group Will Meet on Legislation

Special to THE DAILY

RICHMOND, Va., Jan. 11.—A legislative committee of the Virginia Motion Picture Theatre Association will meet here Thursday, to discuss pending legislation which will be proposed during the current General Assembly which will affect motion picture theatres. Members of the committee are VMIPTA president, Richardson, Suffolk; Syd Gates, Jeff Hofheimer, Norfolk; Leon Gordon, Newport News; T. I. McCulpepper; and David Kamsky, S. Mour Hoffman and Carlton DuRichmond.

The proposed legislation concerns state sales tax with a levy on film, statewide daylight saving time and the extension of laws governing Sunday openings.

Arnsvalder Voted Head of Film Board of Trade

Alex Arnsvalder, of Twentieth Century-Fox, yesterday was elected president of the New York Film Board of Trade for 1960.

Also elected were Ernest Sandberg, Warner Bros., and Harold Zeltner, Loew's, Inc., vice-presidents; H. Fellerman, of Universal Pictures, treasurer; Ralph Iannuzzi, of Warner Bros., secretary, and D. J. Edelstein, United Artists, sergeant-at-arms. Attorney Louis Nizer was elected executive secretary.

WB Relocating in Omaha

OMAHA, Jan. 11.—The building housing the Warner Brothers branch here has been sold and the distribution organization is seeking a new location.

Aneser Named

(Continued from page 1)

of Gerald Rowe, advertising manager.

Aneser was for 25 years assistant manager of the advertising manager of Warner Bros. Pictures, and also been associated with Buchanan & Buchanan division of Men & Neve working for the Paramount, Warner and Embassy Pictures.



Kenneth Aneser

prior to his appointment, Aneser was advertising production supervisor on Sam Goldwyn's "Porgy and Bess." Aneser will replace Gerald Levine, who has resigned.

Mass. Mayor Charged with 'Pre-Censorship'

Special to THE DAILY

TAUNTON, Mass., Jan. 11. — Ex-tors in this area were charging the formal request of Mayor Bertram F. Cleary of Taunton that the Grand Theatre here not play the film "Woman Like Satan" starring Brigitte Bardot amounts to "pre-censorship in its most flagrant form." The picture, released in this county by Lopert Films, had been booked for the Strand for Wednesday when Mayor Cleary asked that it not be shown although he has never viewed it.

Opposition of Long Standing

The newly elected mayor has been taking down on "salacious" literary comic books, periodicals and in this city, having also assumed the role of city censor himself when he took over the office of Mayor on Jan. 1. The post was previously filled by a single individual at a salary of \$10,000 a year. The mayor asked the theatres in town, the Strand and Park, to submit to him a listing of coming attractions one week in advance. Mayor Cleary has said that enforcement of censorship regulations will be turned over to the city solicitor if necessary.

Withdrawing the Bardot picture from the Strand substituted "The Purple Mask," an Allied Artists release.

'Petticoat' Record Set

Universal's "Operation Petticoat" reached the \$1,000,000 gross mark at the Strand on Saturday at Radio City Music Hall, rolling up this amount in five days and a little over two days for the picture was called "the quickest million dollars gross of any picture in the 27-year history of the theatre. With \$1,417 in its first five weeks and four days, the film is headed for a sixth week of \$145,000, which will give it a six-week total of approximately \$1,025,000. It continues for a seventh week.

Report AB-PT, Cinerama Loew's Stock Trading

From THE DAILY Bureau

WASHINGTON, Jan. 11.—The Securities and Exchange Commission announced at the weekend that trading by insiders reported during the period Nov. 11 to Dec. 10, 1959, included the acquisition of 11,100 common shares of Allied Artists Pictures by Albert Zugsmith, bringing his month-end holdings to 122,900 shares.

Other insider trades reported included November acquisition of 500 shares of American Broadcasting-Paramount Theatres, Inc. by A. H. Blank trusts, bringing the trusts' holdings to 3,877 shares while Blank's are 1887. Walter P. Marshall, as custodian, acquired 100 shares of AB-PT. His holdings as a director are 200 shares.

Purchases Listed for Boverman

Acquisition of 1,000 shares of Cinerama, Inc., common by Sam Boverman in November constitute his entire holdings. Nicolas Reisini, a director, has no shares reported in his own name, but reported purchase of 1,500 shares during the month through Robin International, Inc., bringing that company's Cinerama holdings to 2,500 shares.

William Cowan, an officer of Filmways, Inc., is listed as having bought 300 shares of common in October and 700 in November, bringing his total holdings to 1,515.

Eugene Picker, president and director of Loew's Theatres, Inc., raised his personal holding of common to 1,000 shares in October through acquisition of 200 shares. Tisch Hotels, Inc., acquired 31,000 shares of Loew's Theatres common in November, bringing month-end holdings to 416,900 shares.

NTA Officials Sell Holdings

Two officers and directors of National Telefilm Associates completely disposed of their holdings of that company's common in October. Harold Goldman disposed of 9,000 shares and Oliver A. Unger disposed of 20,000 shares.

Holdings of National Theatres and Television, Inc., were reduced in November by two insiders. Director Willard W. Keith disposed of 1,500 shares, leaving him with 1,000. Another director, Jack M. Ostrow—who continues to hold 7,500 common shares as an individual—disposed of 5,600 shares through a corporation, leaving that firm with holdings of 79,500 shares.

Balaban Relinquishes 300 Shares

Barney Balaban, president of Paramount Pictures, disposed of 300 shares of common in November, leaving him with month-end holdings of 11,300 shares.

Arthur Levey, an officer and director of Siatron Electronics and Television Corp., made private sales of 2,500 shares of common in November, leaving him with month-end holdings of 267,931 shares.

A director of Twentieth Century-Fox Film Corp., Robert Lehman, reduced his holdings of common by 6,700 shares to a total of 10,700.

Loew's Theatre-Manager Promotions Announced

Promotions involving managers of Loew's Theatres in New York were announced by Murray Lenekoff, assistant to Eugene Picker, president.

They include the naming of Edward Brunner, Valencia, Jamaica, as manager of Loew's New Capitol, on Broadway. Sig Schwartz, Paradise, will succeed to the Valencia post. Bob Solomon, Victoria, will move to the Paradise, and will be succeeded temporarily, by Robert Cammann of Loew's White Plains.

Howard Levy, Loew's 175th Street, will go to White Plains and will be replaced by Seymour Bronf, from Loew's 46th Street, Brooklyn. Two assistants have been named acting managers. They are Louis George, Loew's 46th Street, and Carl Burns, Loew's New Rochelle.

Hold Services Today for Kolbert, of Interboro

Funeral services for Stanley Kolbert, treasurer of Interboro Circuit, will be held at Riverside Memorial Chapel, 76th Street and Amsterdam Ave., at 12:45 p.m. today. Kolbert, who had been with Interboro for many years, died suddenly Sunday night at his home.

He is survived by his wife, Gertrude Strausberg Kolbert, and two children, Stanley and Karen.

TENT TALK

Variety Club News

DETROIT — Nearly 3,000 children gathered at the Michigan Theatre on Saturday of Christmas Week as guests of Tent No. 5. They saw "Snow Queen" three months ahead of release and did ample justice to thousands of pieces of candy supplied for the occasion.

'Ben-Hur' Advance Sale Smashes London Mark

The European premiere of "Ben-Hur" at the Empire Theatre in London is breaking box-office records, with the theatre's advance sale reportedly 10 times greater than the advance for any picture in London history, Morton A. Spring, president of Metro-Goldwyn-Mayer International, announced yesterday.

The Latin American premiere will be held March 30 in San Juan, with Tokyo and Lima set for April 6. Caracas will open April 13 and Osaka, Japan April 20. Santiago is set for May 4, Singapore on May 5, Montevideo on May 11 and Sydney on May 15.

Melbourne will have its premiere on June 1, Bombay on June 15 and Calcutta on June 22.

IN LOS ANGELES —

Ninth Annual Communion-Breakfast

For Catholics in the motion picture industry in the Los Angeles area, embodying production, distribution and exhibition of motion pictures and television films, will be held on Sunday, February 7; Mass at 9 A.M. at Blessed Sacrament Church with breakfast at 10 A.M. at the Hollywood Palladium.

For information and tickets contact the ticket chairman at your studio or office, or Edward Urschel RE 1-4181 or Frank Cleary, OR 2-5041, Ext. 354.

Tickets are \$3.50 each.

Urges Allied

(Continued from page 1)

ity required for the office. Plinka noted that the late W. A. Steffes, of Minneapolis, an Allied founder and early president, had only one subsequent run theatre when elected to the post.

"Sportsmanlike campaigning for one's particular choice should always prevail," he said, "and when the best man wins the entire board should accept the election graciously and pledge him their wholehearted support so that the organization can function as a unified and effective body."

On other issues credited with contributing to the prevailing differences among national Allied directors, Plinka reminds that both—Allied's "white paper" campaign and its continued participation in the American Congress of Exhibitors—"have been unanimously endorsed by Allied's board and approved by the regional units."

"Whether the 'white paper' or ACE is the instrument to solve exhibition's troubles is highly debatable," he said, "because neither has accomplished anything to speak of."

MILWAUKEE, Jan. 11.—Edward Johnson, president of Wisconsin Allied, said no special meeting of the organization will be called at this time to consider developments within national Allied. A regular board meeting of the Wisconsin organization will be held at the end of this month and if the national situation warrants it, it might be discussed at that time, he said. Meanwhile, he said, Wisconsin Allied is remaining neutral.

MINNEAPOLIS, Jan. 11.—No special meeting of North Central Allied is planned, Frank Mantzke, president, said today. The unit's board of directors is scheduled to meeting about the first week in February.

A.A. and Chandler Sign

HOLLYWOOD, Jan. 11. — Allied Artists president, Steve Broidy, today announced that a deal has been finalized with Jeff Chandler and his newly-formed company, August Productions, for Chandler to star in "The Plunderers," western adventure story scheduled to be one of Allied Artists' top-budget films for 1960.

Joseph Anthony has been signed as producer-director, with Scott R. Dunlap executive producer on the picture, which goes before the cameras in April.

REVIEW:

Hell Bent for Leather

U-1—CinemaScope

HOLLYWOOD, Jan. 11
A CASE of mistaken identity sets the pace for an unusual "chase" to hold interest from start to finish in this newest Audie Murphy starring vehicle. Marked by some suspenseful moments, played against big Western terrain in CinemaScope and eye-appealing Eastman color; and some interesting performances by attractive Felicia Farr, Stephen McNally and Jan Merlin, the film emerges as a satisfying outdoor drama.

Produced by Gordon Kay, the Christopher Knopf screenplay, based on a novel by Ray Hogan, gains momentum under George Sherman's skillful direction, as Murphy finds himself eluding a vengeful group of men who mistake him for Merlin, a wanted murderer. Getting off to a fast start, Murphy loses his horse to Merlin, who, shot in the arm, drops his shotgun as he escapes with Murphy's horse. Murphy, compelled to walk to the nearest town, is mistaken for the murderer, whose only identity is established through the ornate shotgun.

McNally, a U.S. marshal, disclaims Murphy's true identity, and takes him prisoner to stand trial in another town. On leaving town, McNally, frustrated in his attempts to catch the real criminal, admits he knows Murphy is not Merlin, but plans to kill him in his place so he can return a hero. Murphy manages to elude McNally and return to the small town where he takes Miss Farr hostage until he is able to find refuge.

Miss Farr, who suffers the stigma of her late father's bad reputation, is attracted to Murphy, whom she believes innocent, and cooperates in his plans for vindication.

In an exciting climax, which has Murphy and Miss Farr chasing the wanted Merlin onto a rock-laden mountain side, while they in turn are being chased by a posse headed by the killer-mad marshal, Merlin kills McNally then loses in a gun duel with Murphy.

Running time, 82 minutes. General classification. Release, in February.

SAMUEL D. BERNIS

Fox Area Meet

(Continued from page 1)

Montreal. Harrison, flying up especially for the conference to be presided over by Canadian managing director Peter Myers, will be accompanied by Glenn Norris and Martin Moscovitz, Fox assistant general sales managers.

The sales executives and Canadian branch managers will discuss, for their particular region, progress and results of local autonomy and city-by-city handling of each upcoming production.

The meetings were decided upon at the request of several of the nation's leading exhibitors who had asked for further detailing of plans for 20th's releases, which were revealed in the merchandising session held in New York as part of the sales meetings last week.

The Montreal meet will be followed by similar "conventions" in Boston, Jan. 18-19, New Orleans, January 26-27, Dallas, Feb. 2-3, Los Angeles, Feb. 9-10, and others. Harrison and his staff will attend each session to be on hand to answer "on-the-spot" questions from exhibitors and the sales force.

Over 100 major exhibitors in Montreal will be shown 20th's formulated and planned merchandising campaigns on the roster of top-budgeted productions upcoming for the next 12 months and region-by-region exploitation campaigns, as designed by vice-president Charles Einfeld and his staff.

Industry '60 Prospects

(Continued from page 1)

issue of *Barron's*, national business and financial weekly.

In an article, "Silver Screens? The Outlook is Brightening for the Nation's Movie Theatres," Norris Willatt writes that theatre renovation, box office upturn, the population curve, expanded output and the scrapping of unprofitable theatres are factors related to the industry's recent success.

"Last year," the article states, "marked a turning point in the industry's fortunes. For one thing, television's appeal seems to be palling a little, and the population curve is working in favor of theatre operators. By 1965, another 16,000,000 potential ticket buyers will be added to the age group under 30, which constitutes over 70 per cent of movie patronage."

All told, the author estimated, the industry expects to spend more than \$100,000,000 on modernization this year, a 10 per cent increase over 1959.

Krim to Aid Appeal

(Continued from page 1)

in a concerted on-the-phone effort to reach all supporters.

Dial-a-Thon will begin officially on Thursday when Mayor Robert Wagner makes the first call to a prospective contributor. The Federation campaign will begin the day before with a Federation dinner at the Waldorf-Astoria Hotel.

FCC Request

(Continued from page 1)

munity antenna TV systems, (2) more power over common carrier microwave relay of chain broadcasting programs, (3) certain technical changes in procedures, (4) power to impose small fines on those who commit minor violations of the Communications Act, and (5) elimination from the law of the section which permits Commissioners to be paid reasonable fees for writing articles and filling speaking engagements.

UHF Pace Found 'Slow'

FCC also reports that as a part of its studies of channel allocation it has inquired into the current status of Ultra High Frequency equipment development. It has found that research and development in UHF is continuing "but at a slow pace due to the present generally unfavorable economic outlook for UHF."

Giving a glimpse of the factors has taken into consideration with proposals that have been made for a channel all-UHF system, FCC says that they include "the timelag before necessary improvements in UHF equipment would be in actual use, the additional cost to the public of such equipment, the possible loss of national program services to the public if it must depend on local UHF stations, and the possibility that some proportion of TV families would be deprived of existing service."

Sees 'Editorializing' on Increase

FCC notes that more broadcast stations appear to be engaging in editorializing. It says, however, that in the course of fiscal 1959 "several additional stations were advised that taking an editorial position against subscription TV without making an adequate effort to present the other viewpoint, they did not meet the standard of fairness" that has been set by the Commission.

Coast Services Held For Walter Compton

From THE DAILY BUREAU

HOLLYWOOD, Jan. 11. — Lites for Walter Compton, 50, veteran film publicist, who died Friday in Valley Hospital, Van Nuys, from a ruptured abdominal blood vessel, will be held here today at Praisewater General Home. Interment will be at Worthington, Ohio.

Compton, who held positions with United Artists, MGM, RKO and was publicity director for Republic, was employed since August, 1959, at Warner Brothers studio. He is survived by his wife, Vera, a son and mother.

New Brookline Policy

BROOKLINE, Mass., Jan. 11.—The Coolidge Corner Theatre here will adopt a first-run art policy, starting Jan. 13, with "The Lovers," French film from Zenith-International, on a continuous-run, adults-only basis. The house is owned and operated by & Q Associates.



The Critics Say...

influential as the many nationwide syndicated TV columnists, the hundreds of local newspaper critics whose views—though inevitably reflect regional preference—more often than not have national validity. These reporters, and to vote again this year in the annual MOTION PICTURE DAILY-EPOLL poll of television talent and views, added a variety of comments on their views of the industry. Among them were the following reports.

Henry M. McCann, Long Island City, Jamaica, N. Y.: I suggest a television "sounding board" be organized through some agency such as a national magazine to serve as an outlet for public sentiment regarding TV. A publicity campaign to encourage public reaction would be needed. Net-cooperation could be demanded. It might serve as an antidote to arguments of Madison Ave. concerning the public wants.

William "Terry Vernon" Hoxie, Independent & Press-Telegram, Long Beach, Calif.: TV is maturing. Now, after a decade of trial and tribulation, networks have begun to realize that "do it right" is not sufficient. Today's programming shows more initiative in dealing with an apparent desire by producers and film syndicators to offer a better product. Like the movies, TV networks are beginning to cut down on haphazardness, concentrate on quality. I firmly believe that the public must be better educated to appreciate higher quality programs. Ratings show we are inclined to favor shows where one needs to "just watch." The movie industry is now concentrating on quality rather than quantity... and that is the tip for TV producers.

There is too much "trash" on the air now, shows that are tossed together with little story value and done on short budgets with all haste. I do not advocate "educational" shows as much as I believe there are enough intelligent viewers to make better programs popular.

Robert Foster, San Mateo Times, San Mateo, Calif.: Television, as an industry, faces its greatest crisis during the past year. The "quiz" scandals have brought forth a weakness within the industry that trained observers have known for some time—loss of program control by the networks. The loss of program control contributed to the demise of radio than did television. It would appear that the mistakes are being repeated by television.

Television must recover complete control of its programming if it is to survive. Payola, government controls and network controls on network operations will result. Television still has time to save itself, but the industry must act fast. Weak points within the in-

Television Today

Columbus Paper Suggests Congress Check 'Morals' of Programs on Video

Special to THE DAILY

COLUMBUS, O., Jan. 11.—Congressional probers of the broadcasting industry "might with profit to the nation's millions of TV watchers do some checking to see if the same sort of moral degeneration may be setting in which currently afflicts other amusement media like the stage, movies and books," said the Columbus Dispatch editorially.

The editorial, titled "Off-Color TV Feeling Its Way?," views with alarm "the breaking down of prohibitions against vulgarity, profanity and worse in television." The paper added, "We think it's time a line is drawn and adhered to."

"It is bad enough to see the stage, movies and books debauched but, after all, alert and conscientious parents can make an effort to keep their children away from bad influences where these are known to exist or in the case of printed material to keep it out of the home. Television, however, is a perennial presence in just about every household, with a captive audience that can be provided by the flick of a finger on a switch."

'Just About Anything Goes'

The editorial said the theatre "was the first to condone a complete breakdown in the old taboos and in books, these days, just about anything goes."

The paper added, "Motion picture makers approached the matter more gingerly but, encouraged by the federal courts to use a most elastic interpretation of obscenity, they now seem to be trying to outdo one another to see who can get by with the most. The result is that some cinema scenes and dialogue are far more profane, offensive and licentious today than anything exhibited back in the 1920s when an era of unbridled competition brought down the rigid, industry-wide self-censorship which only recently has lost its force."

Kanter Will Create 2 Pilots for Fox-TV

From THE DAILY BUREAU

HOLLYWOOD, Jan. 11. — Peter Levathes, president of 20th Century-Fox Television, has signed Hal Kanter to produce, direct and create pilots for two new comedy series. Kanter's assignments include "Down Home," which will star Pat Buttram, and an untitled comedy to star Italian actress Luciana Paluzzi.

William Self is executive producer of "Down Home." Both pilots are scheduled to go before the cameras in early February.

The industry is complete dependence on ratings, the inroads made by packagers, and the lack of interest in high places.

Continued Growth for Color TV Is Predicted

From THE DAILY BUREAU

WASHINGTON, Jan. 11.—Consumer-type electronic products are expected to hit a new high in factory value of sales in 1960, the Commerce Department reported. Already at a record high of \$1.95 billion in 1959, they are expected to reach \$2.2 billion this year.

Color TV should continue its recent growth, the agency asserts, noting that "no techniques are in sight which would permit significant price reductions." Black and white TV receiver sales at the factory should continue to rise in 1960, but at a slower rate than during 1959, when 6.35 million units were made. Aggressive promotion, plus the new 19-inch and 23-inch picture tubes "will speed the replacement of older receivers and stimulate the demand for second sets."

Population Growth Will Help

The growth of the population and the creation of new households will further contribute to the growth of the market. An offsetting factor is the recognized near-saturation of the market for first sets.

Adams Hits BMI; Latter Demands Time to Reply

From THE DAILY BUREAU

WASHINGTON, Jan. 11.—Stanley Adams, president of ASCAP, today congratulated the FCC for "having taken a major first step" toward ending the deception of the public by "payola" practices in music broadcasting. He believes that "the manipulation resulting in artificial ratings and 'popularity' of many songs licensed by Broadcast Music, Inc., will be substantially reduced" when FCC acts to prevent "payola."

BMI promptly requested time to appear before the FCC in rebuttal of the ASCAP charges. It accused the rival music licensing organization of "diversionary tactics" and of "dredging up old disproved charges in order to distract attention from current ASCAP wrong doings."

Donald F. Conaway, national executive secretary of the American Federation of Television and Radio Artists, urged that FCC use its existing power to have broadcasters present more balanced programming.

NLRB Orders Vote on TV Musicians Union

From THE DAILY BUREAU

WASHINGTON, Jan. 11.—The National Labor Relations Board has directed that an election be held within 30 days of Jan. 10 among musicians employed by most of the members of the Alliance of Television Film Producers, Inc., Los Angeles. Choice in the balloting is between the Musicians Guild of America, the American Federation of Musicians (AFL-CIO), and no union.

All musicians who have worked for any of the following employers for two or more days in the year preceding the election are eligible to vote: Desilu Productions; McCaden Corp.; Flying A Productions, Inc.; Lindsley Parsons Productions, Inc.; Hal Roach Studios; and Marterto Productions, Inc. The board, for various reasons, turned down the attempt by the unions to include Ziv Television Programs, Inc., Mark VII music, and Revenue Productions, Inc.

Jayark Films Package Sold in 51 Markets

Jayark Films Corp. sold its feature films package in 51 markets during the month of December, according to Curt Kaufman, vice-president. These markets include: WCBS-TV, New York; KMOX-TV, St. Louis; KNXT-TV, Los Angeles; WBBM-TV, Chicago; WCAU-TV, Philadelphia; CKLW-TV, Windsor-Detroit; KLIX-TV, Twin Falls; KXLY-TV, Spokane; WDAF-TV, Kansas City, Mo.; KNDO-TV, Yakima; KCRA-TV, Sacramento; KBTB-TV, Denver; KFMB-TV, San Diego.

Others are: KIRO-TV, Seattle; WAGA-TV, Atlanta; WDSU-TV, New Orleans; WFAA-TV, Dallas; WFGA-TV, Jacksonville; WHBQ-TV, Memphis; WHDH-TV, Boston; WBRC-TV, Birmingham; WITI-TV, Milwaukee; WJW-TV, Cleveland; WTAE, Pittsburgh.

JFC's foreign sales included "Bozo the Clown" to Japan and Australia. "Bozo" is now sold in 128 markets. Jayark recently added the following productions: "Cloak and Dagger," with Gary Cooper and Lilli Palmer; "My Girl Tisa," with Lilli Palmer; "Pursued," with Robert Mitchum and Teresa Wright; "South of St. Louis," with Joel McCrea and Alexis Smith; and "Blood On The Sun," with Sylvia Sydney and James Cagney.

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PEOPLE

Lewis L. Strauss former chairman of the Atomic Energy Commission, has been elected to the board of directors of Radio Corp. of America and National Broadcasting Co.

E. L. Schimel, vice-president of Bell & Howell, Chicago, has been named managing director and a member of the board of administrators of Bell & Howell S. A., Fribourg, Switzerland. From his headquarters in Switzerland, he will direct the company's activities in Europe.

Dr. Lester C. Faulkenberry, administrative assistant to general manager at the Kodak Park works of Eastman Kodak Co., has been named assistant general manager of the plant. He has been succeeded in his former post by John G. Mulder, who previously was director of the films services division. Dr. Richard F. Miller has been named director of the film services division, succeeding Mulder. J. Paul Goecker has been appointed assistant director of the division, the post formerly held by Dr. Miller.

Frank R. Stephan, formerly with Benton & Bowles and Kenyon & Eckhardt, has joined Van Praag Productions, Inc., makers of TV and industrial films, as vice-president in charge of operations in the Detroit area.

Joan Crawford, now an executive of Pepsi-Cola Co., has been admitted to membership in the Washington Board of Trade at the suggestion of Chester W. Martin, president of the Pepsi-Cola bottling firm in the capital.

Frank DeFranco has been elected to a third term as president of Local B-5, I.A.T.S.E., Cleveland. Also re-elected were Harry Lyman, financial secretary, and George Senny, recording secretary.

Mary Jose, for several years a member of the staff of the *Columbus Star*, has been named theatre editor of that weekly tabloid. She succeeds George Hahn, who will write crime news and features.

Norman P. Tate has been appointed television art director of the Henderson Advertising Agency, Greenville, S. C. He formerly held a similar post with Foote, Cone and Belding, N. Y., and with N. W. Ayer & Son, Philadelphia.

House Mark for 'Beach'

United Artists reports that Stanley Kramer's "On the Beach" set a new U.A. house record for a third week when the newly-refurbished Astor Theatre here grossed \$45,224 for the film's third seven-day period. The picture is now in its fourth week.



Opening the Universal sales meeting here yesterday: Seated, left to right, F. J. A. McCarthy, assistant general sales manager; Henry H. "Hi" Martin, vice-president and general sales manager; Milton Rackmil, president; and Edward Muhl, vice-president in charge of production. Standing, Philip Gerard, Eastern advertising and publicity director; Charles Simonelli, assistant to the president; and Jeff Livingston, executive coordinator of advertising and sales.

Martin Emphasizes 'Quality'

(Continued from page 1)

Life," "This Earth Is Mine" and "Pillow Talk"—generally accounted for approximately 20 weeks playing time in key theatres from coast to coast. This, he said, was "confirmation of Universal's position that exhibitors are not necessarily concerned with actual numbers of pictures which are available to them but rather with the amount of playing time which each particular picture can successfully command in their theatres."

Points to 'Pillow Talk'

Citing the record playing time generally accorded "Pillow Talk" recently and "Imitation of Life" earlier in the year, Martin pointed out that exhibitors had obviously found it more profitable to hold these pictures for extra weeks of playing time beyond their normal runs than to bring in new pictures available to them but which they did not believe would be as profitable as continuing to hold the successful picture. "Pillow Talk," Martin said, was held for four, five and six weeks in towns which normally hold pictures one week in first-run theatres.

Answering the complaint of exhibitors that long first-run engagements in key cities generally reduce the potential of the film in its subsequent runs, Martin cited the record-breaking subsequent-run performance of "Imitation of Life" and "Pillow Talk" in its key city subsequent run engagements, including the largest cities of the United States as well as the smaller key situations.

Cites 'Pettieoat' Records

In announcing Universal's projected releasing program for the first eight months of the 1959-1960 selling year, Martin noted the current boxoffice successes of "Operation Pettieoat," which set 26 all-time house records and 86 all-time U-I records in its first 186 engagements and having held over in every situation, is continuing to the same time of record business beyond the holiday period.

Under Universal's "planned distribution" this picture will have a second wave of openings in key situations

this week and it will hit the subsequent runs for the Lincoln's and Washington's Birthday holidays. For Easter, Martin explained, the launching of "The Snow Queen" will again provide exhibitors with a picture which will be playing over several months and it will be followed by "Portrait in Black" for July.

Detailing the month-to-month releasing program, Martin noted that "4-D Man" and "Sapphire," which started the 1959-1960 selling season, are already in release, and that "Operation Pettieoat," which was launched with over 250 Christmas-New Year's dates, is a January release. A second January release will be "Othello," the spectacle in color based on the Shakespeare classic, which Universal is distributing under the Russian Cultural Exchange program.

Three in February

"The Private Lives of Adam and Eve," the Albert Zugsmith production originally scheduled for January release, has been moved back to February to provide additional time to develop the advance promotional campaign on the picture. Also for February will be "Hell Bent for Leather" and "Four Fast Guns."

March will see the full-scale release of "The Glenn Miller Story," the all-time U-I boxoffice champion for the present. Also scheduled for March are "Head of a Tyrant" in color and widescreen, a spectacle produced in Italy, and "Too Soon to Love," an independently-produced melodrama.

'Dracula' Sequel Due

The release of "The Snow Queen" in April will be followed by the release of "The Brides of Dracula," in May, as well as "The Leech Woman." "The Brides of Draacula" in color is being produced by Hammer Films Productions of London who were responsible for "Horror of Draacula" in 1958.

For June, the company has set "The Cossacks," the spectacle in color and widescreen, which was produced in Italy with a cast of thousands.

Senate's Hearings on 'Obscene' Data Ending

From THE DAILY Bureau

WASHINGTON, Jan. 11. — TV Senate subcommittees which have been investigating ways of curbing traffic in obscene and pornographic material expect to conclude their joint hearings on Thursday without touching on the motion picture industry. They are considering two constitutional amendments and a bill that would affect primarily printed "hard-core" pornography.

The house last year passed a bill sponsored by Rep. Granahan (I Pa.) increasing the penalties on pornographers. Expectations are that the Senate will pass an anti-pornography measure this year, but that it will not be as stringent as the House-passed bill.

Circus Street Parade For 'Toby' Premiere

Special to THE DAILY

SARASOTA, Fla., Jan. 11.—Outside circus entertainment is being readied for the world premiere of Walt Disney's "Toby Tyler," which takes place at the Florida Theatre here on Jan. 21. The Christiani Brothers Circus will provide an old-fashioned circus street parade which will terminate in front of the theatre where seats will be provided for more than 2,000 spectators.

A complete one-hour circus performance will be held outside the theatre prior to the premiere showing of the Buena Vista Technical release. Governor LeRoy Collins will issue a proclamation designating the week of January 21-27 as "Toby Tyler Week" throughout the state of Florida.

Coca-Cola Sponsoring Teenage Talent Contest

Three grand prizes each worth \$5,000 in cash or a college scholarship will be awarded to the winners of a national teenage musical talent contest, "Talentsville, U.S.A.," which the Coca-Cola Company is sponsoring through its local bottlers and 325 Fi clubs throughout the country.

The contest will run through June when the finals will be held at the conclusion of the school year. There will be local, area and division elimination contests with trophies, silver bow wardrobes, luggage and trips as prizes. Winners from the division or semi-final contest will win round trips to New York to compete for the grand prizes.

10 Times for 'Can-Can'

Showings of 20th Century Fox-Todd-AO production, "Can-Can," will be limited to ten performances each week, it was announced by the Rivoli Theatre, where the attraction will begin a series of benefit premieres March 9. The musical will be presented every evening at 8:30 P.M., with matinees on Wednesday, Saturday and Sunday at 2:30 P.M. "Can-Can" will be shown on a reserved seat basis.

MOTION PICTURE DAILY

All the News That's News

Concise and to the Point



87, NO. 8

NEW YORK, U.S.A., WEDNESDAY, JANUARY 13, 1960

TEN CENTS

Completed Cinerama Buys All Assets of Cinemiracle

Purchase Price Reported Excess of \$3,000,000

By SAMUEL D. BERNIS
HOLLYWOOD, Jan. 12.—Cine-
miracle, Inc., is purchasing all assets of
Cinemiracle from National Theatres
Television, Inc., it was announced
today by B. Gerald Cantor,
president of NT & T, and Hazard E.
Cantor, president of Cinerama.
The purchase price reportedly is in
excess of \$3,000,000 with Cinerama
acquiring all patent rights, film-mak-
ing and projection equipment, and
feature film, "Windjammer."
Negotiations leading to the sale
(Continued on page 2)

McCarthy to Direct Sales for 'Spartacus'

J. A. McCarthy, assistant gen-
eral manager of Universal Pic-
tures, will take on the added duties
as director of sales for "Spar-
tacus," the Bryna Production
which is scheduled to be re-
leased late in 1960 as a "road-
show" attraction. Henry H.
"Hi" Martin, Universal vice-
president and general sales
manager, announced the ap-
pointment yesterday at the sales ex-
(Continued on page 6)

Michael's Smell-O-Vision!

Michael Todd Jr.'s "Scent of Mys-
tery" first film in Smell-O-Vision!, has
recently been booked into the
Theatre here beginning Feb.
(Continued on page 6)

VISION TODAY—page 7

ACE-MPAA Meeting Put Off Until February

The meeting of the American Con-
gress of Exhibitors' executive com-
mittee with the Motion Picture Asso-
ciation of America exhibitor relations
committee originally planned for this
month has been postponed to Febru-
ary.
Spokesmen said yesterday the Hol-
lywood labor situation, calling for the
presence in Hollywood of company
presidents who are members of the
MPAA committee during the last half
of January, made the postponement
necessary. It was also stated that S. H.
Fabian, ACE chairman also would be
away from New York during the lat-
ter part of the month.

350 To Attend Fete For Robbins Tonight

More than 350 motion picture in-
dustry leaders, social and civic digni-
taries and show business personali-
ties will attend the annual dinner of
the Amusement Industries Division of
the Federation of Jewish Philanthro-
pies tonight at the Waldorf-Astoria
Hotel in honor of Herman Robbins,
president of National Screen Service.
The fete will launch the Federa-
(Continued on page 7)

Meeting Slated Monday On Classifications Bill

Special to THE DAILY
ALBANY, N. Y., Jan. 12.—The
conference between Assemblyman
Luigi R. Marano, Brooklyn Republi-
can, and Dr. Charles A. Brind Jr.,
counsel for the Regents, scheduled for
today over the former's bill providing
(Continued on page 6)

FIDO Board Reaffirms Willingness To Buy TV Rights to Films in U.K.

By WILLIAM PAY
LONDON, Jan. 12.—The Film Industry Defense Organization today re-
affirmed its readiness to negotiate the purchase of television rights to films in
the United Kingdom with any producer by whom it is approached.
The statement was issued following
a meeting by the FIDO board here
to discuss the sale of 55 old British
pictures to a television distributor by
producers Major Daniel Angel and
John Woolf. The transaction has
aroused widespread denunciation with-
in the industry with official stands
against it being taken by both British
Film Producers Assn. and the Fed-
eration of British Film Makers. In
addition, Sir Tom O'Brien, president
(Continued on page 7)

To Resume Work On Marcus Plan

Ben Marcus, Wisconsin circuit op-
erator, whose successful business pro-
motion campaigns in that state are to
be tested in three other areas with
the cooperation of distributors, is
scheduled to confer here on the plans
next week.
Marcus is expected to meet with
the Motion Picture Association's sales
managers committee, of which James
Velde of United Artists is chairman,
on arrangements for trying out his
business-building campaign on spe-
cific pictures. An early intention was
to put on the test campaigns in Pitts-
burgh, Minneapolis and a third city,
providing local exhibitor cooperation
could be enlisted. Further develop-
(Continued on page 8)

Tulipan Joins Columbia In Reinstated Ad Post

Ira H. Tulipan has been named
assistant director of advertising, pub-
licity and exploitation for Columbia
Pictures, it was
announced yester-
day by Robert S. Ferguson,
national direc-
tor of advertis-
ing, publicity
and exploita-
tion. Tulipan
will resign as
publicity man-
ager of 20th
Century - Fox
to take over his
new duties on
Jan. 25.



Ira Tulipan

The position of assistant director
(Continued on page 8)

At Meeting Here MPAA Board Reviews Coast Union Situation

Termed 'Orientation' Prior To Departure for Studios

The Hollywood labor situation, fast
coming to a head, was the subject of
a meeting of the Motion Picture As-
sociation of America board of direc-
tors here yesterday, presided over by
Eric Johnston, president.
The member company presidents
in attendance at the meeting all plan
to go to Hollywood some time next
week to sit in with Charles Boren,
labor representative for the Associa-
tion of M. P. Producers, and studio
executives in negotiations with the
Screen Actors Guild.
The Guild's four-year contract ex-
(Continued on page 2)

'Anne Frank' Is Shown In West German Drive

The government of West Germany
has selected "The Diary of Anne
Frank" to be shown to the youth of
the country in a sweeping educational
campaign against racial intolerance
(Continued on page 6)

Make Deal for Second Film in AromaRama

Special to THE DAILY
HOLLYWOOD, Jan. 12. — "The
Scent of New Mown Hay," the sec-
ond film in AromaRama, will be pro-
duced by Aubrey Schenck and di-
rected by Howard Koeh for the Con-
tinental Distributing Corp., Walter
Reade, Jr., chairman of the board of
Continental, announced today.
Reade said he is negotiating with
Laurence Harvey to play the lead in
the new production which will be the
first in the AromaRama process to
receive detailed story treatment. "Be-
hind the Great Wall," the first Aroma-
Rama picture, will open here Friday
at the Four Star Theatre. It premiered
at the DeMille Theatre in New York
last month.

PERSONAL MENTION

HERBERT L. GOLDEN, vice-president of United Artists and president of United Artists Television, will return to New York today from the Coast.

JOSEPH M. SUGAR, Magna Theatre Corp. vice-president and general manager, will return to New York today from Montreal.

JOSEPH FRIEDMAN, Paramount exploitation manager, returned here yesterday from Chicago.

MAX FELLERMAN will leave here for the Coast at the weekend for conferences with producers. He will be at the Chateau Marmont, Hollywood, returning to New York Feb. 2.

DON KLAUBER, station and national sales manager of United Artists Associated, will leave New York today for a trip to the Coast. Enroute he will confer at regional offices of the organization.

DAN TERRELL, M-G-M Eastern publicity director, has returned to New York from the studios.

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there with his family from Anniston, Ala.

BRUCE EELLS, executive vice-president of United Artists Television, will return to New York today from California.

HAL WALLIS, producer, has arrived in New York from Hollywood for conferences with Paramount officials.

KARL FASICK, M-G-M publicist, has left here for Cincinnati, where he will serve as special representative for "Ben-Hur," which opens at the Capitol Theatre there on Feb. 4.

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Cinerama

(Continued from page 1)

were initiated by Charles Glett, vice-president of NT & T with Reeves.

In announcing the purchase, Reeves expressed the desire of his organization to continue development of the Cinemira process which was first introduced to the public in April, 1958.

Reeves also said his organization looks forward to working with M-G-M under a recently signed co-production agreement between Cinerama and that company calling for filming of several large scale feature motion pictures.

Mrs. George Skouras, Haya Harareet Honored

Special to THE DAILY

DETROIT, Jan. 12. — Mrs. George P. Skouras, wife of the president of the United Artists Theatre Circuit, and Haya Harareet, star of "Ben-Hur," were honored at a tea here today, Mrs. Skouras for her services as chairman of Boys Towns of Italy, and Miss Harareet for her performance in the M-G-M spectacle, which will have a charity premiere at the United Artists Theatre here on Feb. 16.

Mrs. G. Mennen Williams, wife of the governor of Michigan, and Mrs. Louis C. Miriani, wife of Detroit's mayor, were among the many prominent figures in the civic and social life of the city and state attending the tea.

U.S., Israeli Firms Join For Future Productions

A joint feature film financial arrangement between an American and an Israeli producer was announced yesterday by Jonas P. Lenktaitis, president of Amropa Pictures Ltd., and Eli Habib, head of Habib Studios which produced "Hatikvah," a current Israeli release in the United States.

"Shadow on the Sand," based on a story by George L. George, will be the first film made under the co-production agreement, Amropa said. Shooting will begin in Israel later this year and the film will be piloted by an American director with two American players in the main roles. The balance of the cast as well as the crew, will be Israelis.

Mrs. Amelia Rachmil

Funeral services will be held today at the Riverside Chapel in Brooklyn for Mrs. Amelia J. Rachmil, wife of Herman Rachmil, veteran theatre exhibitor and honorary member of the Independent Theatre Owners Ass'n. Mrs. Rachmil is also survived by her son Louis J., a Hollywood producer; another son, Dr. Herman Rachmil; a sister and three grandchildren.

Montague, Rosenfield, To Coast for Meetings

A. Montague, Columbia Pictures executive vice-president, and Jonas Rosenfield, Jr., executive in charge of advertising and publicity, leave here for the West Coast tomorrow for top level conferences with studio executives. They will be accompanied by Meyer M. Hutner, recently appointed vice-president and director of advertising and publicity for William Goetz Productions, Inc.

Montague and Rosenfield will confer with Samuel J. Briskin, Columbia vice-president in charge of West Coast activities, on films currently before the cameras or slated to go into production within the next few weeks. They will also meet with Richard Quine on "Strangers When We Meet," with George Sidney on "Pepe," with Cornel Wilde on "Caves of Night," with Samuel Fuller on "Underworld, U.S.A.," and with William Castle on "13 Ghosts."

Rosenfield and Hutner will meet with producer William Goetz to discuss four films Goetz is readying for Columbia Pictures release.

AFL-CIO Pay Demands Are Served on Johnson

From THE DAILY Bureau

WASHINGTON, Jan. 12. — The AFL-CIO's minimum wage committee served its minimum wage demands upon Senate majority leader Lyndon Johnson (D., Tex.) at a conference in the majority leader's office today. The union group urged extension of coverage of the Federal Minimum Wage Law, as well as a rise to \$1.25 in the hourly wage rate.

The union spokesman was United Steel Workers general counsel, Arthur Goldberg.

'Page One' Bows Here At Rivoli Tonight

"The Story on Page One" will have an invitational premiere tonight at the Rivoli Theatre here. Heading the list of celebrities attending the event will be Anthony Franciosa, one of the stars of the Jerry Wald production, and his wife, Shelley Winters; Elia Kazan, Mildred Dunnock, who also stars in the film, Eli Wallach, Billy Rose, William Gibson, Gypsy Rose Lee, Carol Lynley and Diane Baker.

R&B in Philadelphia

Rugoff & Becker will now manage and operate the World Theatre in Philadelphia, for Pathe Cinema, it was announced by Duncan McGregor, president of Pathe, and by Leonard Lightstone, vice-president of Rugoff & Becker. The World is owned by Pathe, the American subsidiary of the French company. It is a first-run theatre in downtown Philadelphia for foreign product and "special" domestic films.

MPAA Board

(Continued from page 1)

pires Jan. 31, and the negotiating sessions starting next week may be the last before the deadline is reached. The Guild, like other Hollywood workers' organizations, is demanding a share of proceeds from sales of post-1948 film libraries. The major companies have been adamant in rejecting the demands.

A spokesman for MPAA, questioned after yesterday's meeting here, said there was no indication of any change on the part of the company heads on the key issue.

Full Details Withheld

Other than describing the meeting as "a preliminary orientation prior to next week's labor discussions on the Coast," which included a general discussion of the subjects to be raised, the MPAA would make no statement.

Johnston and Kenneth Claiborne MPAA vice-president, returned to Washington last night following the meeting.

The Screen Writers Guild, whose contract expired last March and was extended to Nov. 17, voted last Friday to strike Jan. 16. Thus, barring a change in its plans in the next few days, it will be on strike when the company presidents arrive on the Coast for the SAG talks.

Facilities Abroad Studied

Several individual company executives have said that if a strike should shut the Hollywood studios they will transfer their companies' production to studios abroad. The guilds have countered with statements that they expect reciprocal agreements with organization production workers in the principal European countries to make such an arrangement ineffectual.

SEC-Skiatron Hearing Today in Washington

Special to THE DAILY

WASHINGTON, Jan. 12. — The Securities and Exchange Commission tomorrow will hear arguments of Skiatron Electronics and Television Corp. defending the stock registration statement filed by Skiatron, suspended by the S.E.C.

The hearing had been scheduled originally for Dec. 30, but was postponed to Jan. 13 at the request of Skiatron counsel.

Award to 'Babette'

"Babette Goes to War," a Columbia Pictures release starring Brigitte Bardot, has received the Parents' Magazine Medal Award for February for its "outstanding family entertainment values." The CinemaScope and color production will be released in the country next month.

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starring



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LADD



DONALD
CRISP



THEODORE
BIKEL

with

PETRASCHE *the wonder dog*

and the inspirational beauty of **THE SANTA CECILIA ORCHESTRA**

and the awe-inspiring masterpieces of **REUBENS** *photographed for*

Produced by

ROBERT B. RADNITZ

Directed by

JAMES B. CLARK

Screenplay by

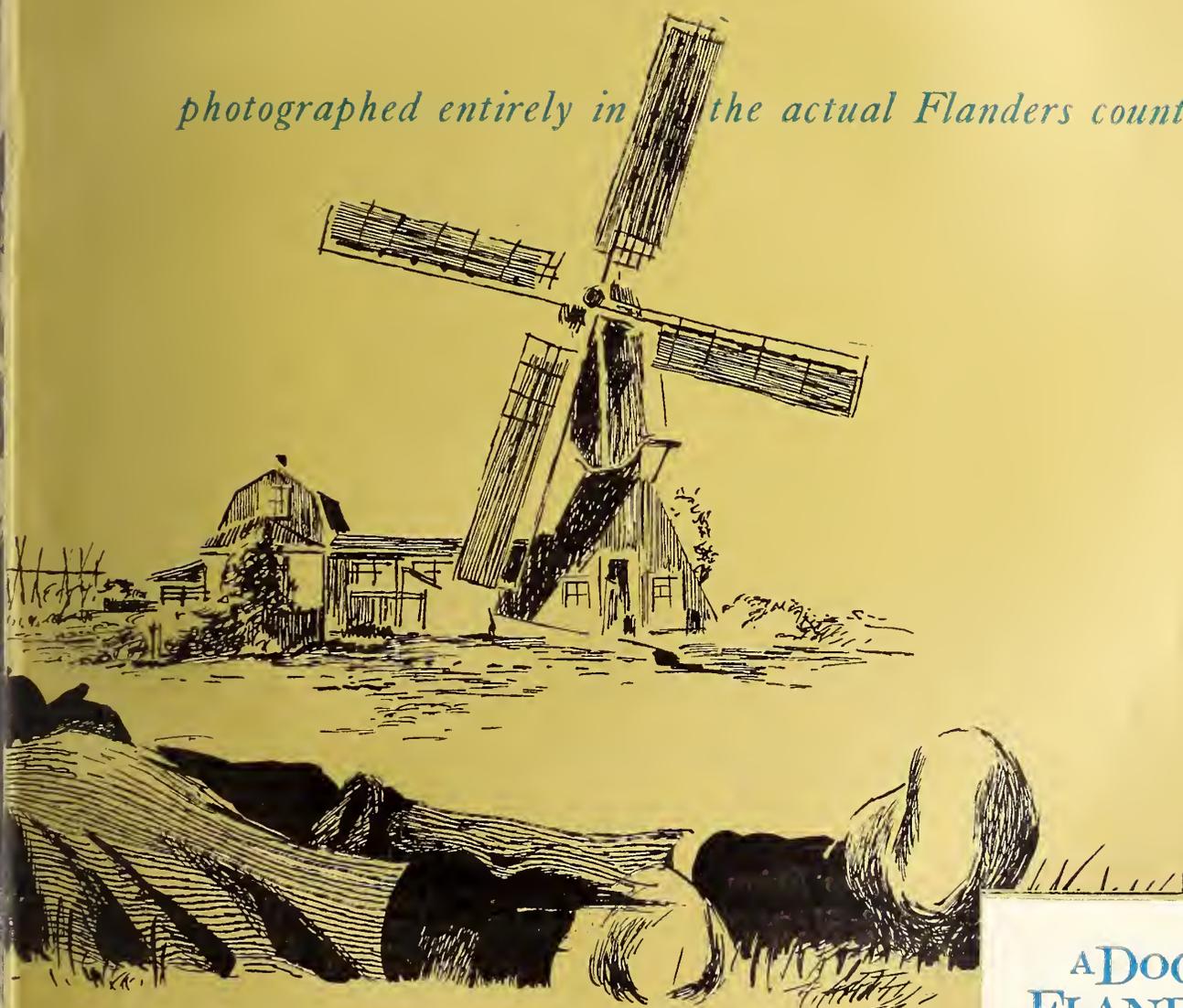
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US OF ROME

time in **CINEMASCOPE**
and
COLOR by DE LUXE



PEOPLE

George W. Chane, vice-president, finance and management engineering, Radio Corp. of America, has been appointed by the company to the newly-established position of vice-president, finance and administration. In his new post he will be responsible for four staff organizations: treasurer, controller, personnel and management engineering. He will report to the president.

Dr. Edwin C. Fritts, supervisory physicist in the apparatus research and development department of Eastman Kodak Company's apparatus and optical division, has retired. He had been with Kodak since 1923.

Mrs. Jean Mullins, president of the Atlanta chapter, Women of the Motion Picture Industry, was guest of honor at a luncheon tendered her by the board and committee chairmen at the Atlanta Variety Club.

Edward Whittle has been re-elected president of Local 186, Motion Picture Machine Operators, Springfield, Mass. Also named are: Lewis Lambert, vice-president; Edward J. O'Connor, Jr., business agent; Arthur J. Payette, corresponding secretary and treasurer and Samuel Small and Donald Crowley, executive board. Nicholas Arthur was elected to replace William Cummings, who did not seek re-election to the executive board.

Frank Smith, formerly manager of the Southern and Alhambra (now the World) theatres, Columbus, O., has been named assistant safety director of that city by its Mayor W. Ralston Westlake.

Don Poindexter has returned to the managerial staff of Florida State Theatres following a tour of Army duty.

Louis Rosenbaum and Mrs. Rosenbaum, operators of Muscle Shoals Theatres in Alabama, are now celebrating their 50th wedding anniversary.

John Springer has been named vice-president in charge of personalities in the New York office of the Arthur P. Jacobs Co. Springer joined the public relations firm last May following two years as head of magazine publicity for 20th Century-Fox.

Robert Deiselberg has been appointed booker at Capital Releasing Corp., Atlanta, succeeding Roger Wood, who has joined Universal in that city.

Norman Hill has resigned as vice-president and advertising director of Pines Publications to establish his own business, details of which will be announced shortly. Pines publishes *Silver Screen*, *Screenland* and a library

Classification Meet Monday

(Continued from page 1)

a \$25 fine if an exhibitor admitted a person under 18 to a picture that had been rated by the director of the motion picture division or a local office or bureau, when authorized by the Regents as "for adults only"—if a classification system were established—was not held, because the Assembly session ran past the appointed hour. It was re-slated for next Monday.

Marano, who worked this afternoon to line up support among various groups for the measure, said:

"There is an urgent necessity today for having classifications of motion pictures in New York State due to the fact that the public has been besieged by foreign and some domestic films that tend to corrupt morals and incite the emotions of younger people.

Urges 'Proper Safeguards'

"Classification, to be effective, must have proper safeguards that would in effect, prevent children under 18 years of age from viewing this type of film. It is my opinion that if there is no penal safeguard, the classification might create a psychological effect on young people which could give them the desire to see a film classified 'for adults only.'"

"I realize," he continued, "that such legislation will create some inconvenience on the part of the exhibitor of the particular film. However, in the

interest of the public, the inconvenience that will be created will be offset by the good that will result therefrom which will benefit our young people."

"This," Marano explained, "would be in effect the same method of operation prescribed in the ABC law, where the onus is put on the bartender and the owner to see that no person under 18 be permitted to have liquor."

Age identification, in the case of film theatres, could be draft cards; driving licenses or other means, in that of young women, Marano commented.

Stresses 'Right to Classify'

"I believe" he declared, "that there is a form of censorship under the police power of the state which has as its primary objective the safeguarding of the citizens, and that they have the right to classify motion pictures."

Stressing his belief in "freedom of thought, expression and all other freedoms that are safeguarded by the Constitution of the United States and of New York State," Marano declared:

"Any tendency, under the guise of freedom, to corrupt the morals of children, should be curbed by the police power of the state, for the good of the children who are affected by motion pictures."

Coast Production Lags; 18 Shooting; 2 Finished

From THE DAILY BARCAU

HOLLYWOOD, Jan. 12. — Production activity this week remains at a low with 18 pictures currently before the cameras. This includes the start of three new films. Two were completed.

Started were: "Girl on Death Row" for American International release; "12 Hours to Kill" Associate Producers, Inc., (for 20th Century-Fox release); and Ray Stark's production of "The World of Suzie Wong" for Paramount.

Completed were: "The Village of the Damned," Metro-Goldwyn-Mayer production, and "Inherit The Wind," Stanley Kramer production for United Artists release.

MGM Transfers Brinn

DENVER, Jan. 12.—Ed Brinn, who has been salesman for M-G-M in the Dallas territory, has been transferred to the Denver branch and will cover the New Mexico area formerly serviced by James Micheletti, 30-year veteran with M-G-M, who died recently following a heart attack.

of paper-bound books. Eugene J. Lowther, Eastern advertising manager of the company, will succeed Hill as advertising director.

Hazel Bradford has resigned as Army motion picture booker in Atlanta.

'Anne Frank'

(Continued from page 1)

and prejudice, which it is felt some are attempting to revive.

The United Press International reported in a dispatch to the global press that "more than 1200 youths" attended a city-wide showing.

20th Century-Fox, in response to requests from world governments, announced yesterday that it would make available prints of the George Stevens production wherever needed, to combat intolerance, and that the film company was honored that "The Diary of Anne Frank" would become a beacon for human understanding.

Smell-O-Vision!

(Continued from page 1)

3 on a road-show basis, it was learned yesterday.

"Scent of Mystery," which premiered last week at the Cinestage Theatre in Chicago, was filmed completely on location in Spain and utilizes Todd Camera 70. It will follow "Porgy and Bess," now in its seventh month at the Warner.

McCarthy Director

(Continued from page 1)

executives conference held by the company here.

McCarthy a veteran of the Universal sales organization, has been assistant general sales manager of Universal since July 1956. Prior to that he was Southern and Canadian sales manager for 15 years.

REVIEW

A Touch of Larceny

Paramount

This mild divertisement presents James Mason as a former British marine commander in World War now holding down a desk job with Admiralty. Mason, whose exploits upstairs boudoirs have earned him much renown as those undersea, chance meeting with a former acquaintance, George Sanders, with the Foreign Department, meeting leads to his being introduced to Vera Miles, a beautiful American widow living in London who is fianced to Sanders.

The philandering Mason continues to make a date with Miss Miles. Sanders is away on a diplomatic mission. After a day of a mild idyll at his small yacht Mason accuses Miles of wanting to marry the son of Sanders for his money. He then reveals aloud about a scheme in which would leave London under highly suspicious circumstances which would provoke the newspapers to label as a traitor; then he would return sue them for libel, then he would claim Miss Miles as his bride. laughs at his plan.

After thinking more seriously about the matter, Mason discovers he is in love, and puts his complete plan into action. After leaving a trail of clues indicating he sold out to the devil, he deliberately maroons himself on a deserted island off the Scottish coast. Meanwhile Miss Miles and Sanders have traveled to Scotland where they intend to marry. When the newspaper blast the story of Mason's disappearance and its possible significance, Miles tells Sanders how Mason planned it. Sanders informs the Special Branch of the plot.

Mason is rescued, after Miss Miles has taken a hand in it, and his plan has gone awry on the island. He survives the suspicious questioning of Special Branch men, and goes to see Miss Miles. Sanders arrives while she is still at her flat, and becoming aware that Miss Miles and Mason are in love, he leaves.

Roger MacDougall is credited with the rather slow-paced story and screenplay, which was directed by Robert Hamilton. Ivan Foxwell produced in England.

Running time, 93 minutes. General classification. Release, in January.

SIDNEY RECHE

'Unforgiven' to Have Multiple Easter Dates

Hecht-Hill-Lancaster's "The Unforgiven," a Technicolor spectacle starring Burt Lancaster and Audrey Hepburn, will be given saturation release in key situations throughout the United States during the Easter holidays, it was announced by William Heineman, vice-president of Universal Artists.

"The Unforgiven" was directed by John Huston and produced by John Hill. It co-stars Audie Murphy, Saxon, Charles Bickford, Lillian Gish, Albert Salmi, Joseph Wiseman and June Walker.

DO Board

(Continued from page 1)

Federation of Film Unions and ry of NATKE, has threatened and Angel with a boycott. Defense of the sale of the films ociated Rediffusion, distributors vision, Angel and Woolf said FIDO had not sought them out ing purchase of the pictures. statement today the FIDO noted that neither producer had any approach to it about a sale id FIDO "deplores this fact." he same time the FIDO board Woolf and Angel to come to negotiate for TV rights to any they possess. FIDO will con- to offer a full and fair com- price for such rights," the declared.

Angel-Woolf sale is on the of the general council of the atograph Exhibitor Assn. at a g here tomorrow. In speculating action of the council, observers out that CEA still has on its a resolution ordering a boycott producer or distributor who with the enemy."

While there has been agitation all-industry discussion of the matter of keeping feature films television with other deals re- in the offing. Some industry feel the time has come for aaisal of the aims and methods O. They want FIDO to adopt aggressive policy and actively out producers with films that be available to TV rather than or such producers to come to

Fete Robbins

(Continued from page 1)

1959-60 fund-raising drive. Ar- B. Krim, president of United is chairman of the Motion Pic- and Amusement Division Cam- for the Federation. Krim is also as chairman of the day on y, Jan. 26, during Dial-a- the annual telephone appeal for deration of Jewish Philanthro-

guests at the dinner include, tion to Robbins and Krim, Wil- . German, Simon H. Fabian, n Brandt, Samuel Rosen, Abe ler, Spyros P. Skouras, Gustave y, Irving M. Felt, Joseph Wild Rabbi Moshay P. Mann.

Federation of Jewish Philan- s, which is the largest local or- ion of its kind in the world, o raise \$21,250,000 to maintain work of 116 hospitals, camps, nity centers, homes for the hild care and family agencies more than 738,000 persons of s and creeds throughout Great- York each year.

is Big Abroad

ed Artists' "Some Like It Hot" oken theatre records in 27 key ound the world, it was and by Arnold M. Picker, UA esident in charge of foreign tion.

AROUND THE TV CIRCUIT

... with PINKY HERMAN

RED FOLEY's ABCountry Musicale, "Jubilee, U.S.A." observes a double ceremony Saturday. Made its debut over this net six years ago and two years ago (same date) earned the sponsorship of Massey-Ferguson, Inc. Alternate sponsor is Williamson-Dickie Mfg. Co. . . . DeeJay Nat Wright, whose midnite-to-dawn WWDChatter down in Washington, D.C., has proven "capitol" entertainment for thousands of mid-night oilers and somnambulists, has entered his daughter Ruth in the 1978 "Miss Washington Contest." After several visits to the hospital where she was born last week, Nat claim the little one has charm, personality and especially "Voice." (hear-hear.) . . . Starring Doug (Magic Clown) Anderson, a new moppet series of 26 telefilms, titled, "Mr. Krackerjacket," went before the cameras at Charter Oak Studios last week. Scripts are by Anderson and Fredric Stoessel with the latter producing for syndication next month. . . . Next week, East Lynn? Not at all. Next week Mari Lynn. The talented young Broadway and TV actress will be seen Friday over the NBChannels, she'll be playing the role of "Eva" in "M Squad" and then on Monday over the same net she portrays "Little Brandy" in a "Wells Fargo" seg. . . . Director of a new NBC department, Practices, is John A. Cimperman, formerly with the F.B.I. and after that was attached to the United States Embassy in London. . . . Sculptor John Calabro who did IKE and Churchill will start his own TV series in March; he'll teach the mallet and chisel art via Channel 13. . . . Lloyd Nolan will narrate next Tuesday's Hubbell Robinson production of "Crime, Inc.," TVia NBC for "Ford Startime." The cast of 108 will be headed by Harry Townes and Vito Scotti and the hour-long expose of crime in the country will be vividly depicted with actual film clips and re-creations of actual crimes.



Emcee of the "Big Beat" daily series over WNEW and himself singing star of numerous nite club shows across the nation, Richard Hayes has been signed to warble for Columbia Records. . . . Chalk this one up as a click. Sam Levenson's new Signature LP album, "But Seriously, Folks," which in the first two weeks sold over 10,000 copies. . . . With the addition of TV-ings in Japan and Australia, Jayark's "Bozo The Clown" series now reaches 128 markets. . . . Alfred H. Tamarin Associates has been hired to trigger a nation-wide campaign for the Ted Granik production "The House On High Street," TVied Mon-thru Fri (4 P.M.) over NBC. Program features real judges and psychiatrists to examine and appraise family problems with Phil Abbot seen regularly as the "probation officer." Interesting series is produced by John Haggott. . . . GAC's executive Milton Krasny leaves for the coast in three weeks and will headquarter there. According to Treasurer Cy Donner, the firm plans to step up its TV production sked. . . . Jack London, attorney for several top-ranking TV stars including Hugh Downs and John Raitt, leaves for the coast Jan. 24 for a week. . . .

Cutting Proposed for Academy TV Show

Special to THE DAILY

LOS ANGELES, Jan. 12.—A proposal to eliminate the televising of Academy Awards presented to winners in technical and craft categories, during the annual awards show, has been made by E. D. Harris, managing publicist of the Beverly Canon Theatre.

Harris' plan is to streamline the show, which traditionally runs 90 minutes, to 45 minutes or an hour, presenting major awards only, those to best picture, performers, director and producer, and special awards to the outstanding film creator and to the theatre executive or manager for "serving the public best."

Awards for technical excellence such as screenplay, editing and scoring, Harris suggests, should be pre-

New Company Acquires Montana TV Station

From THE DAILY Bureau

HOLLYWOOD, Jan. 12—Radio and television station KFBB at Great Falls, Mont., has been acquired by the newly-formed KFBB Corp., it was announced here by the purchasers, David E. Bright, Ernest Scanlon, and Daniel O'Shea.

The purchase price is reported in excess of \$1,000,000. Application for transfer of ownership has been made to the Federal Communications Commission.

sented at a separate dinner with guests limited to studio personnel "who understand the technical language," press and invited guests.

"The streamlined TV show will have more sock entertainment value, cost less and net greater results for all concerned," Harris added.

Who's Where

Howard Berk has been appointed Director of Information Services for CBS Television Stations and CBS Television Spot Sales, effective next Monday. He succeeds Charles J. Oppenheim, who had announced his resignation earlier.



NBC has named Charles A. Henderson to the newly created position of manager, press relations, and Cornelius K. Sullivan to the newly created position of manager, administration and services, in the network's press and publicity department.



Alan Schroeder and Al DiGiovanni have been appointed account executives in the New York office of CBS Television Spot Sales. Both men assumed their new duties this week.



Ernest Lee Jahncke, Jr., has been named director, standards, of NBC. He will supervise and direct the formulation of specific standards to reflect NBC policy and govern practices relating to programs and advertising presentations on NBC facilities.



Ted Anderson has been advanced to director of advertising and promotion for KCPX radio and television, Salt Lake City. Anderson joined the station in 1954.

Asks New Bidding Plan For Broadcast Permits

From THE DAILY Bureau

WASHINGTON, Jan. 12.—Rep. Reuss (D., Wis.) today introduced a bill to establish a system of competitive bidding for broadcast licenses. Priority in bidding would be given to applicant stations "predominantly locally owned" with no interest in other medium of mass communication.

Second priority would go to "predominantly locally owned" applicants. All others would get third priority.

Bids for licenses would be expressed both in terms of cash and in terms of willingness to devote time to public service programs.

Reuss' proposal would also require stations to devote at least one-fifth of the broadcast day to cultural, educational, and public service programs. Not less than one hour of such programs would have to be scheduled during prime evening hours, 7 P.M. to 10 P.M.

Fees from successful bidders for licenses would be placed in a special fund from which loans or grants would be made to non-profit stations or organizations "for the purpose of furthering the presentation of education and cultural television and radio programs" in the U.S.

EAST COAST PRODUCTION EDITORIAL AND TECHNICAL SERVICES

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National Pre-Selling

DINA MERRILL, the sprightly ingenue who plays opposite Cary Grant in "Operation Petticoat" is the cover girl on "Life's" Jan. 11 issue. The cover photo was inspired by the Spanish painter Goya. Photographer Milton Greene produced a cover story in brilliant hues, using Dina in a group of pictures suggested by Matisse, Sargent and John Held, Jr. paintings, for this issue.

Dina Merrill doesn't have any trouble putting her budget in balance, for in addition to be a talented model and actress she is an heiress of the Post cereal fortune on her maternal side and her father is financier Edward Hutton.

"Operation Petticoat," her most recent film, broke Christmas-time records at Radio City Music Hall.

Four striking ads for motion pictures appear in the January issue of "Seventeen."

They are Columbia's "Who Was That Lady?," MGM's "Never So Few," U-I's "Operation Petticoat," and U.A.'s "Solomon and Sheba."

Richard Marek, reviewer for "McCall's," has the courage to select the ten best Hollywood produced pictures of 1959. Dick says "it's only one man's opinion—you're welcome to disagree."

The selected ten list appears in the January issue. In the order of his listing they are "Compulsion," "Some Like It Hot," "Porgy and Bess," "The Nun's Story," "Anatomy of a Murder," "North by Northwest," "The Last Angry Man," "On The Beach," "Odds Against Tomorrow," "The Diary of Anne Frank."

In the Jan. 19 issue of "Look" there is a pictorial story of Lisa Mitchell, a featured dancer in 20th-Fox's "Can-Can."

Lisa needed money to complete her studies at a Catholic girls' college. "I asked God for His help," she says, "in getting me a vacation job." Lisa landed a four-month stint as one of ten dancers in "Can-Can," at \$300 a week. Picked from 400 applicants, she says, "They almost let me go when they learned I wasn't a professional dancer. I'm convinced God gave me the job—and He got me through it."

"Can-Can" will have its premiere at New York's Rivoli Theatre.

According to Ruth Harbert in the Jan. issue of "Good Housekeeping," if you're a "Lil' Abner" enthusiast, you should find this movie delightful. Even if you're not familiar with the fantastic group that inhabits Dogpatch, you should thoroughly enjoy this rollicking entertainment.

Samuel Goldwyn wrote an article for the "Words To Live By" department of "This Week's" Jan. 10 issue. This informative piece is based on

REVIEW:

Toby Tyler

Disney—Buena Vista

WALT DISNEY HAS taken a loveable little scamp, set him and his companions back 60 years as heroes and villains at the circus, offered colorful parade and costumes and a gunfight starring a dead-eyed chimpanzee, and aimed this delightful Technicolor package called "Toby Tyler" primarily at the younger audience.

The film is certain to prosper within its market. Most exploitable of its features is Toby Tyler himself, because he is played by Kevin Corcoran who has behind him such immense successes as "The Shaggy Dog" and "Old Yeller." His latest performance proves Master Corcoran is no mean matinee idol among his own set; he does a better job each time out. His freckled face, tousled hair and wondrous innocence at once disarms the audience. What's more, young Kevin, directed so well by Charles Barton, knows how to win over not only fans his own age but also those adults who have in their blood the slightest wash of sentiment.

Bidding strongly with the lad for curtain calls is one Mr. Stubbs, a spirited chimpanzee, one of "The Marquis Family," discovered by Disney when the diligent animal was satirizing Jack Benny's gestures on the violinist's television show. It's a wonder the chimp doesn't own the circus by story's end, he is just such an operator.

An orphan, Toby Tyler runs away from his guardians to join the circus where he is apprenticed to Bob Sweeney, a deceitful vendor, and befriended by Henry Galvin, the strong man, and Gene Sheldon, a warm-hearted clown. Events push Toby into the spotlight. He becomes a fine acrobatic horseback rider and is finally reunited with his aunt and uncle. Toby's riding partner is little Barbara Beard, the cutest blonde pre-teenager in pictures.

Running time, 96 minutes. General classification. Release, in February.

SAUL OSTROVE

Tulipan Joins

(Continued from page 1)

was reinstated Ferguson said, to facilitate administration of the greatly expanded national promotion operation. In the coming year Columbia will be backing the most ambitious releasing program in its history with a record base advertising publicity budget of \$10,000,000, he pointed out.

Held Many Posts at Fox

Tulipan will bring to his new post broad experience in motion picture promotion, starting with activity in exhibition in Boston. He also worked on the Warner Bros. home office publicity staff before joining 20th Century-Fox. When he was named publicity manager at Fox in 1955, he had already served as press book editor, feature writer trade press contact and newspaper contact.

Schaffner to Columbia

HOLLYWOOD, Jan. 12—Franklin J. Schaffner, award-winning television director, has been signed to a long term multiple picture deal as a director, it was announced today by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Deal for Schaffner was set by Everts Ziegler of the Ziegler, Hellman and Ross Agency.

Shakespeare's line "To thine own self be true."

WALTER HAAS

'Circus' Sets Records For AA in Far East

"The Big Circus" achieved the largest gross in the history of Allied Artists in the Far East, Norton V. Ritchey, president of Allied Artists International Corp., announced yesterday. "The picture has just completed holiday engagements in the top first-run houses in Australia, New Zealand, Thailand, Burma, India, Pakistan and the Philippines, and in all cases outgrossed any previous Allied Artists release and in some cases scored all-time house records," he said.

"We expect 'The Big Circus' to continue its record-breaking performance for Allied Artists International," said Ritchey, "when it is exposed to preferred playing time in Latin America this spring."

'Car' in Charlotte

A saturation booking in the Charlotte, N. C. Exchange territory has been set for the premiere opening of "Nude in a White Car," it was announced by Ed R. Sviaglas, sales vice-president of Trans-Lux Distributing Corp., which is releasing the film in the U. S.

180 Dates for 'Floyd'

In its initial national release, "Pretty Boy Floyd" has been set in 180 theatres in Loew's, Warner's, Fabian and Paramount theatre circuits, it was announced by Carl Peppereorn, vice president in charge of sales for Continental Distributing, Inc.

Marcus Pla

(Continued from page 1)

ment of the plans was held up because of the year-end holidays, but work on them is expected to be resumed.

Marcus also is the author of a book endorsed by the Allied States Association, an convention in Miami Beach last month for exhibitor financing of outstanding pictures in major companies' 1948 libraries for reissue to the exhibitor. It is expected that while in New York he will discuss coordinating his plans with a similar one being backed by Motion Picture Investors, Inc., as announced this week by Walter R. Jr., M.P.I. president.

Boston Luncheon Held In Honor of Two

Special to THE DAILY

BOSTON, Jan. 12.—More than 100 industry men turned out today to honor Ben Bebhick, branch manager at M-G-M, and James Marshall, chief general manager of Film Exchange Transfer Company at a luncheon at the Red Coach Grill sponsored by the Variety Club of England.

Toastmaster was announcer Britt and speakers were Sam Pina, Arthur Lockwood, Robert Stern, Saal Gottlieb, Eastern division manager of M-G-M, and James Mahoney, chief barker of the New England Variety Club.

Bebhick asked that the proceeds of the luncheon be turned over to Jimmy Fund with a modest sum in his own added, to be given in memory of Benn H. Rosenwald, who died a year ago. Rosenwald was Bebhick's predecessor.

'Flanders' TV Trailer Made by J. Woodward

Actress Joanne Woodward, now making 20th Century-Fox' "From the Hip" in Hollywood, is making special "personalized endorsement" radio-television spot commercials for "Dog of Flanders," to be used in promoting the film. Speaking as a mother, Miss Woodward tells the story of the boy and his dog, and of the "village and human" family entertainment film, which was made entirely in Belgium.

Zugsmith Signs Allen

HOLLYWOOD, Jan. 12. — Arthur Zugsmith signed television star Allen and his wife, actress Jayne Meadows for starring roles in "Confidential Report on Collins College." Zugsmith production will be released by Universal - International and scheduled to go before the camera on that lot Feb. 23.

Para. Books 'Bismarck'

20th Century-Fox's "Sink the Bismarck" will open at the Paramount Theatre here, following the run of current "Journey to the Center of the Earth," which will continue indefinitely.

MOTION PICTURE DAILY

All the News That's News

Concise and to the Point



87, NO. 9

NEW YORK, U.S.A., THURSDAY, JANUARY 14, 1960

TEN CENTS

TV Picture Outlined E.C. Hears Case Against, Skiatron

10,000 Stockholders, Registration Statement

By E. H. KAHN

WASHINGTON, Jan. 13.—Securities and Exchange Commission hearing examiner Robert Hislop was told that Skiatron Electronics and Television, Inc., had acquired between 10,000 and 12,000 public stockholders and had issued about 1.45 million shares, traded on the American Stock Exchange, but that the commission never had a statement of registration under the securities laws filed at the S.E.C. in connection with Skiatron's filing (Continued on page 4)

TOA Committees Law, Foreign Films

Appointments of the chairmen and members of the national legislation on foreign films committees of the Theatre Owners of America, were announced yesterday by Albert M. Shattuck, TOA president. A. Julian Bryson, veteran Washington exhibitor and long-time president of the Motion Picture Theatre Owners of Metropolitan D.C., was renamed chairman of the national legislation committee, a position he has held for many years. Members of his committee will include (Continued on page 3)

Shattuck to Retire as Technicolor Treasurer

David S. Shattuck, treasurer of Technicolor, Inc., and its subsidiaries, secretary-treasurer of Technicolor announced to directors of the company yesterday that he will retire as a member of management and from employment effective March 1. Shattuck said he will retire from the posts of secretary and treasurer (Continued on page 6)

VISION TODAY—page 4

Vatican Calls 'Lovers' Quote False, Calls Use Offensive

A quotation attributed to Pope John XXIII concerning the French film "Les Amants" ("The Lovers") has been labelled "absurd and false" by the Pontifical Commission for Motion Pictures, Radio and Television at the Vatican.

In a letter to Msgr. Thomas F. Little, executive director of national Catholic Legion of Decency, Msgr. Albino Galletto, secretary of the Pontifical Commission, said that the quotation originated with a Paris weekly and that the distributors of the film had attempted to exploit it in Latin American countries, particularly Argentina, Colombia, Brazil and Cuba.

The quotation, as presented, was (Continued on page 2)

\$100,000 Raised at Robbins' Dinner

(Picture on Page 2)

Some 350 leaders in the motion picture and amusement industries gathered last night at the Waldorf-Astoria Starlight Roof for their annual dinner in behalf of the Federation of Jewish Philanthropies and pledged a total of \$100,000 in support of the (Continued on page 2)

MPI Spurs Stock Sale Campaign Across U. S.

Special to THE DAILY

OMAHA, Jan. 13.—Coincident with its recent announcement that Walter Reade, Jr., its president, has been authorized to negotiate for selected top quality films from major companies? (Continued on page 6)

SAG Warns Members Against Work Abroad

From THE DAILY Bureau

HOLLYWOOD, Jan. 13.—In a move to nullify reported threats by film producers to move their production activities to foreign countries if (Continued on page 3)

U.A. Officials to Meet with N.E. Circuits In Round Table Discussion of Conciliation

Special to THE DAILY

BOSTON, Jan. 13.—The heads of four leading circuits in this area have requested and been granted a conciliation meeting with officials of United Artists to discuss clearances and availabilities. The meeting will take place on Monday in the office of Harry Segal, U.A. branch manager, and attending from the New York office will be Milton Cohen and Gene Tunick.

Making the requests for an improvement of clearances will be Samuel Pinanski, president of American Theatres Corp.; Theodore Fleischer, president of Interstate Theatres; Larry Lapidus, general manager of B & Q Associates; and Lloyd Clark and Winthrop Knox, Jr., president and vice-president, respectively, of Middlesex Amusement Co.

The meeting will be the first round table discussion in this area on conciliation requests.

Strong Resolution CEA Urges Boycott of Wolf, Angel

Retaliates in Sale of Feature Films to TV

By WILLIAM PAY

LONDON, Jan. 13.—Members of the Cinematograph Exhibitors Ass'n. were urged today not to book any films in their theatres made by producers John Woolf and Major David Angel in retaliation for the sale by the two men of 55 old British pictures to a television distributor.

The action was "recommended" to its members by the CEA general council in a resolution passed by it at a special meeting here today. The council said it felt the Woolf-Angel transaction was in direct violation of the CEA Llandudno resolution of 1952 (Continued on page 3)

Publicity Report to MPA Group Today

The Motion Picture Association advertising-publicity directors committee today will receive a report from Ted Baldwin, coordinator of the industry promotion campaign, on results of the effort to date. A compilation of publicity from newspapers, magazines and other media, said to be in impressive volume, will be available for inspection by committee members at their first meeting of the new year.

A renewal of the New York neighbor- (Continued on page 3)

Five Industry Heads To Appear on 'Open End'

"The Movie Maelstrom" will be the subject of discussion by Otto Preminger, Dore Schary, Daniel Mann, Arthur Mayer and Max Youngstein when they gather Sunday at 10 P.M. for WNTA-TV's "Open End" program.

David Susskind will be moderator on the program which will deal with internal problems confronting the motion picture industry.

Weiss Appointed Fox Publicity Manager

Nat Weiss has been named 20th Century-Fox publicity manager, it was announced by Charles Einfeld, vice-president. A member of the advertising-publicity staff of 20th since 1949, Weiss has served as assistant advertising manager since 1957. He will work under Edward E. Sullivan, publicity director.



Nat Weiss

The new publicity manager attended the University of Michigan (Continued on page 6)

PERSONAL MENTION

A. SCHNEIDER, president of Columbia Pictures, will leave New York tomorrow for Hollywood.

JACK KARP, Paramount vice-president in charge of production; **RUSSELL HOLMAN**, Eastern production manager, and **JEROME PICKMAN**, vice-president, have arrived in London from Rome.

ARTHUR PINCUS, advertising-publicity director for M-G-M International, will leave New York today on a trip that will take him to Tokyo, Manila, Singapore and Bombay in connection with the Far East openings of "Ben-Hur."

BERT ORDE, of *Redbook*, will leave here over the weekend for the Coast.

MRS. GEORGE ROSSER has given birth to a son at her home in Atlanta. Father is a booker for Martin Theatres in the Georgia capital.

EDMOND O'BRIEN has arrived in New York from Hollywood.

MRS. ALICE LEE, assistant cashier for Allied Artists in Atlanta, has returned to her duties there following an illness.

NORMAN PANAMA and **MELVIN FRANK**, producers, will leave Hollywood by plane tomorrow and will follow the Polar route to London.

DEBBIE REYNOLDS will return to Hollywood tomorrow from New York.

IRA SICHELMAN, 20th Century-Fox manager in Washington, has left there for Miami with a stop scheduled enroute at Jacksonville.

ROBERT SWEETEN, managing director of Fox Intermountain's Centre Theatre, Denver, has returned to his duties there following hospitalization.

PHIL WILLIAMS, acting syndicate director of United Artists Television, has left here for Philadelphia, Chicago and Dallas.

Switch Fox Meet Dates

The 20th Century-Fox regional sales meeting in Boston, originally scheduled for Jan. 18-19, has been set to begin on the 19th and continue through the 20th. The meetings will be attended by Alex Harrison, 20th general sales manager, and C. Glenn Norris and Martin Moskowitz, assistant general sales managers.



Gustave L. Levy (second from the right), president of the Federation of Jewish Philanthropies, presents a plaque to guest of honor Herman Robbins, president of National Screen Service, at a dinner held last night at the Hotel Waldorf-Astoria. With them are Arthur B. Krim (left), chairman of the Motion Picture and Amusement division campaign for the Federation and president of United Artists, and Simon H. Fabian (right), chairman of the dinner committee and president of Stanley Warner Corp.

Robbins Dinner Nets \$100,000

(Continued from page 1)

vast humanitarian network of medical and social welfare agencies. Tribute was paid by the record crowd to the industry's guest of honor, Herman Robbins, president and chairman of the board of National Screen Service, who was honored for his years of devotion to the work of Federation and other humanitarian causes.

Presented Plaque and Projector

Highlight of the testimonial affair, which also marked National Screen's 40th anniversary, was the presentation of an inscribed plaque to the honored guest by Gustave L. Levy, president of Federation. Robbins was also presented with a 16mm sound projector, a token of the esteem and respect in which he is held by the motion picture industry.

Arthur B. Krim, president of United Artists, and Barney Balaban, president of Paramount Pictures, presided over the dinner ceremonies. Krim is chairman of Federation's Motion Picture and Amusement Division and Balaban is honorary dinner chairman for the 1959-60 campaign.

Fabian and Skouras Speak

Simon H. Fabian, president of Stanley Warner Corp., and Spyros P. Skouras, dinner chairman and division secretary, respectively, also spoke.

Guest speaker of the evening was Mr. Levy, who discussed the current "go forward" campaign and Federation's attempt to provide for maintenance as well as progress. Levy's address was preceded by the showing of a film—"A Journey Into Life"—which is an "on the spot" dramatiza-

tion of an operation on the open heart of a little boy. The operation was performed 176 times in Federal hospitals during the past year at a cost to the hospital \$7,000 per operation.

Funds contributed to Federation help support its 116 health and social welfare agencies which annually serve over 738,000 New Yorkers of all races and faiths, and are located in Greater New York, Westchester and Nassau Counties.

Industry Leaders on Dais

Distinguished dais guests at the dinner included in addition to Robbins, Krim, Fabian, Skouras, Balaban and Levy, William Brandt, Samuel Rosen, Abe Schneider, Irving M. Felt, Joseph Willen, and Rabbi Moshay P. Mann.

Vatican Disavows

(Continued from page 1)

contrived to make it appear that the picture had received some sort of approval. It appeared, among other quotations from American critics, in a full two column advertisement for the picture in the *New York Times* Dec. 30.

Requests Correction

Msgr. Little has written to the *Times* quoting the letter from the Pontifical Commission labelling the quotation "absurd and false," and saying that its use was "not only indecent but gravely offensive to the Church and the Holy See." Observing that the *Times* must bear some responsibility for false advertising, Msgr. Little requested "an adequate and compensatory correction."

AAP Now Runner-up in 8mm. Home Film Mar

Achievement of second place in the growing business of selling 8mm entertainment films to home projectors owners was claimed yesterday by Fred Hyman, who heads that division of Associated Artists Productions, which is a subsidiary of United Artists. He pointed out his company began at zero in March, and already has signed 2,000 of the 6,000 dealers who sell 8mm home movies. He predicted this year he would increase his library 5 per cent, and his sales to 100 per cent.

Calls Library 'World's Largest'

Hyman added he can draw "from the world's largest film library," including the Warner and RKO feature and shorts and cartoons, and other. He attributed his company's rapid rise to two improvements in the art of presenting 8mm. These are subtitling and print luminosity.

Expect 150 Tonight at Dinner for Pickus

Special to THE DAILY

HARTFORD, Jan. 13.—Upward of 150 persons are expected to attend tomorrow night's testimonial dinner honoring TOA president Albert M. Pickus at the Rasebrook Country Club, Orange.

Dinner chairman Phil Gravitz, Connecticut branch manager for Loew's Inc., and reservations chairman Sam Weber, Rosen's Film Delivery Service, Inc., anticipate a sizeable New York delegation, including William Heineman and James Velde, United Artists; Jack Byrne, Loew's; Robert J. Rubin, Paramount; and Ruben Jacker, Columbia.

Cocktails, at 6:30, will precede the 7:30 function. Pickus is owner of the Stratford Theatre, Stratford, Conn.

aircraft: **COMET 4!**
(pure jet!)

flight: **MONARCH**
(de Luxe and First Class only)

frequency: **NIGHTLY**
(leaves New York at 9 p. m.)

destination: **LONDON!**

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BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

E. A. Urges

(Continued from page 1)

powering it to order a boycott against any producer or distributor who sells theatrical pictures to television.

The council resolution, which was passed unanimously and has the backing of the country's major circuits, was enacted in the face of the threat of legal action by Woolf and Angel against CEA. Following a report from the finance and management committee on the situation today, the CEA board also was read a long letter from producers acting on behalf of the two circuits. The council was undecided, however, and a spokesman later that CEA is "determined to take a strong line and is prepared to take any threatened legal actions."

The resolution also called upon exhibitors not to play any of the 55 films involved in the sale to Associated Television. In taking over the pictures company announced it intended to operate as a theatre distributing company as well as a distributor to television.

The CEA resolution in full follows: "Woolf and Angel, in making their films available to television without reference to FIDO (Film Industry Defense Organization) have displayed callous indifference to the future of the industry. Their action is condemned in the strongest possible terms. Believing the present situation within the ambit of CEA's resolution of 1952, we recommend that all members not book films with which Woolf, Angel and their respective companies are concerned and, further, that they not book any films comprised in the deal whatsoever hands they may be. On account of the absolute need to deny television cinema films, the General Council reaffirms its support of FIDO and calls for full examination of its workings in order that it may be directed to the best possible advantage."

UFA Warns Members

(Continued from page 1)

A strike ensues for failure to reach agreement on a new basic contract, the Screen Actors Guild membership received instructions from the board in a letter mailed today to contact the guild office "for advice before signing employment contracts in a company for employment in motion pictures to be produced abroad after Jan. 31, 1960."

The major issue in negotiations is related to demands to establish a formula for payment of additional compensation to actors who appear in post-1948 pictures when exhibited on television.

Company heads are expected to join negotiating talks in response to a request by the guild for negotiators to avoid collapse of negotiations.

Talks between representatives of the Writers Guild of America and the Alliance of Television Film Producers scheduled to continue tonight in an effort to reach an agreement before the strike deadline set for Saturday.

Capra Calls for More Comedy Films; Cites Difficulty of Financing Them

By SAMUEL D. BERNIS

HOLLYWOOD, Jan. 13.—Hollywood should turn out more comedy films on its annual slate, Frank Capra declared today. At the same time, he called upon the industry's financing sources to take a "more realistic appraisal of the solid potential through the years" of straight comedy and romance-comedy films.

Report to MPA

(Continued from page 1)

The industry's radio campaign, a successful promotion of last summer, will be discussed by the committee. The 15 weeks cooperative campaign is financed jointly by the two major metropolitan circuits, Loew's and RKO, and the distributor of the pictures selected for the radio promotion. The campaign cost \$2,000 a week.

The committee also will be brought up to date on current activities in preparation for promotion of the annual Academy Awards telecast in March. Promotional plans will be further developed and a special publicist to assist with the work will be designated. Radio tie-in campaigns for local theatres will be explored, as will methods by which Eastman Kodak may tie-in with the promotion. Eastman is participating for the first time in the financing of the industry-backed Oscar telecast and broadcast.

Si Seadler, chairman of the ad-publishers committee, is in Rome and will miss today's meeting. Dan Terrell of MGM will preside in his absence.

Results of the ad questionnaire distributed nationally by the committee in conjunction with the American Congress of Exhibitors are still being tabulated by Public Opinion Research and are not expected to be completed until the week of Jan. 25.

'Solomon,' Perfume Tie

United Artists and Miahati Perfumes have set a nationwide promotion campaign for Edward Small's "Solomon and Sheba" covering 4500 major department stores, retail outlets and dealers of Miahati's Blue Fox perfume. Major elements of the drive include a co-op ad promotion, radio-TV penetration, window and store-wide displays and theatre art keyed to regional openings throughout the country.

'Earth' Big Hit Here

"Journey to the Center of the Earth" has grossed more than a quarter of a million dollars to date at the Paramount Theatre, thus making it one of the most successful engagements in the 33-year history of the Broadway showcase.

Form Vision Associates

Vision Associates, Inc., a new company, has been formed to produce film, tape, television and theatrical productions by Lee Bobker, Seymour Weissman, Irving Oshman and Helen Kristt. The new firm will be located at 680 Fifth Avenue here.

CINERAMA EXECUTIVE OFFICER



Nicolas Reisini, chairman of the board of Cinerama Inc., has been named chief executive officer of the film company by the directors, Hazard E. Reeves, president, has announced.

"One reason for the dearth of comedies," Capra explained, "was the change in recent years from major studio operation, with its formerly powerful financial resources, to independent production which must seek its own financing."

Banks Found Wary

"Comedies, independent producers for some strange reason find, are difficult to finance. Producers find it hard to present the idea to a bank to loan a couple of millions on a comedy script."

"In this respect, the bankers should revise their opinions and static formulas relative to picture financing. The current success of 'Pillow Talk' as well as the world-wide boxoffice success of 'Some Like It Hot' are two good cases in point."

Sees Little Change

"Things haven't changed too much with audiences or with the film industry," he observed. "Audiences still will go for a good entertaining show. They still want to see stars who appeal to them and entertain them. And they still like something that seems real and fresh and has some laughs."

TOA Committees

(Continued from page 1)

include Marvin Goldman of Washington D.C., Philip F. Harling of New York, Sumner M. Redstone of Boston, Gerald Shea of New York, E. LaMar Sarra of Jacksonville, and Mrs. Hulda McGinn of San Francisco.

Walter Reade, Jr., former TOA president, will again serve as chairman of TOA's foreign film committee. Assisting him will be Irving M. Levin, head of the San Francisco International Film Festival and president of the Northern California Theatre Owners Association, and Goldman.

THE TENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 24th. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets \$4.00 each)

Television Today

Skiatron Case Before S.E.C.

(Continued from page 1)

Further Probing of TV Is Planned by Harris

From THE DAILY Bureau

WASHINGTON, Jan. 13. — House Commerce Committee Chairman Oren Harris (D., Ark.) plans additional investigations of television this year. If the committee is given the entire \$410,000 it has requested for TV investigations this year, he said, he will add seven or eight persons to the staff.

Further investigations of "payola" are planned for the week of Feb. 8, and later hearings on educational TV. Early hearings are expected on bills to prohibit the "influencing" of members of Federal regulatory agencies.

WBC-TV To Premiere New Educational Series

Westinghouse Broadcasting Co.'s "Reading Out Loud," a new half hour television series which will feature winners of the Nobel and Pulitzer Prizes, Oscars and Emmies will premiere the week of Jan. 25. Donald H. McGannon, WBC president, announced yesterday.

The five WBC-TV stations in Pittsburgh, San Francisco, Baltimore, Boston and Cleveland, and WNTA-TV (Ch. 13) here will debut the series in prime evening time after which it will be syndicated nationally for non-commercial use and made available to all educational TV stations. WBC is cooperating in the production of the series with the American Library Assn.

Scheduled to appear in the series are Eleanor Roosevelt, Pearl Buck, Sen. John Kennedy, Jose Ferrer, Archibald MacLeish, Eva Le Gallienne, Cyril Ritchard, Jackie Robinson, Richard Boone, Dr. Frank Baxter, Harry Belafonte, Julie Harris, Vice-President Nixon and Garry Moore.

Lewis Freedman, producer-director of "Camera Three" and WNTA-TV's "Play of the Week" will produce and direct "Reading Out Loud." Michael R. Santangelo, creator of the programs is associate producer, and Richard M. Pack is executive producer.

Who's Where

John A. Cimperman has been named director, practices of the National Broadcasting Co. His appointment follows that of Ernest Lee Jahneke, Jr. as director, standards.

Thomas B. Fitzpatrick has been appointed assistant chief of the hearing division of the Federal Communications Commission's broadcast bureau. He succeeds David I. Kraushaar who recently was named a hearing examiner.

NBC has announced the appointment of Lester Bernstein as vice-president, corporate affairs. He was formerly director of information.

Perry Cross has signed an exclusive producer's contract with CBS-TV. He has been employed with NBC-TV for the past 10 years.

Stanley Dudelson has been named syndication sales manager of Screen Gems, Inc., and will move from Chicago to New York to assume his new duties.

Lee Tredanari, a director, has been appointed to the "Person to Person" program staff by CBS-TV. He will leave immediately for Paris to join the rest of the show's staff working on a series of overseas programs.

Richard L. Coe has been named director of station relations of ABC-TV. A member of the network staff since 1955, he had been a regional manager in the ABC-TV station relations department.

Matthew J. Culligan, executive vice-president in charge of the NBC radio network, is joining McCann-Erickson, Inc. as general corporate executive in charge of the company's advanced projects division. He has also been elected to the board of directors of McCann-Erickson, Inc.

Ken Marthey, former agency producer of television commercials for McCann-Erickson and Benton & Bowles, has been appointed a staff director of filmed commercials by Robert Lawrence Productions, here. In addition to his directorial duties, Marthey will serve on the company's creative plans board.

Standard Oil Will Sponsor 'Play of Week'

"Play of the Week," the widely acclaimed dramatic show which started this season over WNTA-TV, will be sponsored by the Standard Oil Company of New Jersey NTA announced yesterday.

of a registration statement with SEC in August, 1959, for 172,000 common shares, SEC attorney Eugene Rotberg asserted that 125,000 of these had been, or were scheduled to be, issued to Matthew M. Fox, the head of Skiatron of America. Fox had assigned to Skiatron of America his license from Skiatron to exploit the pay-as-you-see television system known as Subscriber-Vision.

Calls It 'Simple Bailout'

In view of the fact that 75,000 of the shares proposed for registration had already been issued to Fox and that 50,000 more were on option to him, Rotberg termed this registration "a simple bailout" for Fox.

Rotberg further alleged that the registration filed with the committee did not show that Fox's shares had been pledged to Judson Commercial Corp., New York, and that many had already been sold to the public when Fox defaulted on notes.

The SEC attorney stated, too, that Skiatron's president, Arthur Levey, had lent Fox 206,000 shares of his Skiatron stock, all of which was pledged for loans. This, said Rotberg, created a contingent liability for the company.

Advance Knowledge Charged

Rotberg also claimed that the financiers who lent funds to Fox with Skiatron stock as collateral, knew in advance that Fox would not be able to make payments on the loans.

Rotberg also asserted that Skiatron had sought to register 200,000 shares with the SEC in 1956, but that 195,000 of these had been sold before the registration was filed.

Rotberg asserted that the public was not told that Skiatron had "abandoned" over-the-air pay-TV "for all practical purposes," or that the company held no patents "critical" to the operation of pay-as-you-see television.

Also omitted from the registration, Rotberg said, was a statement that between \$40 million and \$50 million would be needed this year just to start wired pay-TV in any single area of California, where the firm planned to start operations. The registration did not disclose, either, that Fox had pledged his exploitation license back to Skiatron president Arthur Levey in connection with a loan of 206,000 shares of Levey's stock.

Landis Skiatron Attorney

The attorney for Skiatron, former SEC chairman and dean of the Harvard Law School, James M. Landis, said that he was "slightly amazed" at the implication that the company—as distinguished from anyone else—might have engaged in a course of conduct that violated the securities laws. He said Skiatron had agreed to use its best efforts to register stock when it was asked to do so by Fox. He added that the counsel who had prepared the registration statements—not Landis—were "unaware that any of the shares in question had been sold prior to registration. He con-

ceded that "there is no disguising" that errors had been made in connection with distribution of Skiatron stock.

Landis asserted, however, that as soon as SEC issued its first order suspending all trading in the company's stock, he had taken steps to put into watertight escrow for six months the balance of the stock for which registration was sought, all of the remaining stock of Arthur Levey, and all other stock that he could lay his hands on. The 50,000 shares held by the president of the San Francisco Giants, Horace Stoneham, will not be sold, Landis said.

Landis specifically denied that Skiatron Electronics and Skiatron of America have any corporate inter-relationship. He added that there was no place on the registration forms supplied by SEC on which to make these disclosures which SEC now says should have been made.

Landis claimed that Skiatron had deferred, not abandoned, its plans for over-the-air pay-TV. He asserted that powerful interests have forced postponement of this, and have led the company to concentrate on a system of pay-TV over closed circuit wires.

Negotiated With Film Company

At the time SEC's suspension order was issued, Landis asserted, a letter of intent to proceed with plans for obtaining financing of \$50 million for wired TV was in Skiatron's hands. At the same time, negotiations were being carried on with a "major motion picture concern," he said. These negotiations contemplated that the film company would supply enough money to "clean the balance sheet" and that the motion picture firm would then have taken over the company and gone ahead with Skiatron's toll-TV operations.

In connection with the registration, Landis said that "errors of commission or omission were made, as far as the company is concerned, in good faith."

Julian Jawitz, attorney for Arthur Levey, asserted that Skiatron had granted the exploitation license to Fox on the basis of his ability and experience. He asserted that the system is now ready to go if opposition can be overcome, and denied that there had been any violations of the securities law. He noted that the registration statement had made it clear that the company was not a going concern and that the "public in buying the stock is buying hopes and aspirations."

Jersey Bank Involved

A vice-president of the Colonial Trust Co., North Bergen, N. J., Harold Springer, admitted that the bank had not followed its usual precautions in issuing Skiatron stock to Fox. He said that the bank has since revised its procedures. He conceded that the bank had delivered 25,000 shares of unregistered original-issue Skiatron stock to Judson Commercial Corp. in February, 1959, in exchange for a check for \$75,000, and that this stock had been registered in Fox's name.

The hearing will continue tomorrow.

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F A M E

FOR 1960 *is now in preparation, again to give its distinctive typographic display to the triumphs of the year before . . . FAME is uniquely devoted to the PEOPLE who create the successes of Motion Pictures and Television. Annually, FAME handsomely mirrors their latest achievements — with the facts of public performance which command this full-dress recognition.*

AMONG FEATURES OF FAME

MOTION PICTURES:

THE TOP TEN STARS

TOP MONEY-MAKING STARS

CHAMPION PICTURES OF THE YEAR

TALENT OF CHAMPION PICTURES

TELEVISION:

THE TOP TEN STARS

WINNERS OF FAME'S ANNUAL POLL

GALLERY OF THE WINNERS

THE YEAR IN TELEVISION

A SHOWCASE of top creative talent, FAME is also a record of the persons responsible for the most successful productions, presenting statistics that constitute a veritable Audit of Personalities for these related industries. The 1960 Edition will be the 28th.

Weiss Named

(Continued from page 1)

and the New School for Social Research and served as New York drama and film critic of the *Boston Advocate*. He joined the ad-pub department of 20th in 1949 as a press book writer and rose to the post of press book editor in 1952.

In 1955, he was named trade advertising manager, placing him in charge of 20th Century-Fox advertising in all motion picture trade publications. In 1957 Weiss became assistant advertising manager, a position he will maintain until the new appointment will be effective Jan. 25.

MPI Spurs Sales

(Continued from page 1)

post-1948 libraries, Motion Picture Investors, Inc., is launching a stepped-up sales drive of its stock, it was announced here today.

The goal of the drive is to put MPI stock sales "well over" the \$1,000,000 mark by April 30, the end of its fiscal year.

J. Robert Hoff, MPI's national sales manager, kicked off the drive at an exhibitor luncheon in Chicago today under the chairmanship of Jack Kirsch, president of Allied Theatre Owners of Illinois.

MPI will sponsor a second luncheon on Friday in Milwaukee, which will have Ben Marcus, Wisconsin circuit operator and national Allied's representative on the COMPO triumvirate, as chairman. Numerous prominent industry figures from the Wisconsin, Minnesota and Dakota territories have been invited to attend.

Within the next seven weeks, similar MPI sales meetings will be held in Indianapolis, Buffalo, Albany, Boston, New Haven, New York, Philadelphia, Cleveland, Pittsburgh and



Twentieth Century-Fox's "The Story on Page One" made its debut last night at a gala invitational premiere at New York's Rivoli Theatre. Throngs crowded Broadway to watch the festivities. Pictured at the premiere (left to right) are Spyros P. Skouras, president of 20th Century-Fox; Carol Lynley, young Fox star, Mrs. Skouras, and 20th-Fox vice-president Charles Einfeld.

Cincinnati, under Hoff's direction, and in Denver, Salt Lake City, Seattle, Portland, San Francisco and Los Angeles under the direction of Beverly Miller, Kansas City exhibitor and vice-president of MPI.

Endorsed by Allied and TOA

The annual, national conventions of both Allied States and Theatre Owners of America endorsed MPI within the past two months. At the Allied convention, Marcus suggested a plan for exhibitor purchase of the outstanding films in each company's post-1948 libraries by exhibitors for re-release to theatres. The convention endorsed the plan and, at the same time, it was suggested that such a plan be considered as well by organizations such as MPI.

Although the latter announced at the outset that its primary aim was to invest in film companies' stocks in

order to give exhibition a voice at annual stockholders' meetings and thereby have an opportunity to influence company policy in specific directions, an MPI board meeting in Chicago last weekend declared that the purchase of selected films for re-release was a proper function of MPI and authorized Reade to open negotiations with production companies.

The MPI board also approved coordinating its program with the Marcus plan. Indications are this will be discussed by Marcus and Reade some time next week in New York.

In authorizing the negotiations with film companies, MPI said a primary aim of acquiring the films would be to augment what it regards as an inadequate product supply for exhibitors. However, any films it succeeded in acquiring would, naturally, reduce those available to television in post-'48 libraries.

Sunday Films Debate High on S.C. Agenda

Special to THE DAILY

SPARTANBURG, S. C., Jan. 13.—The South Carolina General Assembly opened its 1960 session yesterday with indications that the continuing argument over Sunday theatre performances, gathering speed during the past six months, will be high on the agenda.

Promise of a real battle on the controversial and ancient blue laws when 20 of a group of legislators polled by a wire service (Associated Press) made known their feelings about the situation.

The AP quoted 10 legislators having said some revisions are necessary for letting the "blue laws" stand as written, and two said statutes should either be repealed or enforced—"not simply disregarded."

Two Urge Delay

Senator Charles C. Moore of Spartanburg, along with Representative A. T. Smythe, Jr. of Charleston, pressed the opinion that "the General Assembly should wait until the South Carolina Supreme Court rules on constitutional questions involved."

The issue is currently before the high tribunal on an appeal filed by theatre owners from a ruling by Circuit Judge T. B. Greneker of Greenville. In a decision handed down last week, the jurist held that strictions on paid Sunday amusements originally aimed at such colorful sports as "bear-baiting," also can be applied to ban Sunday movies.

Commented Representative C. Parrott of Florence: "Action should be taken to clarify these laws or write them so as to make the law conform to present-day society."

Wants a 'Realistic Law'

"I am not one of those who believe we should attempt to legislate morality. I am personally convinced that if people won't obey God's commandments, they won't obey any law the Legislature may enact. I prefer a realistic law that is respected and not forced to our present law."

"The 'blue laws' are out-dated and should be modernized just as we have modernized our schools, hospitals and our everyday way of life," declared Representative Lloyd B. Bell of Horry County.

"Our churches would benefit," Bell asserted, "because many people who then feel by being seen in a shop or at the beach that they still come to church without being criticized by some people in the church."

Shattuck Resigns

(Continued from page 1)

effective Feb. 20, but will continue as chairman of the retirement income committee until March 31.

Shattuck has served Technicolor for 24 years in various administrative and executive capacities involving labor relations, law and finance. Prior to joining the company in 1936, he was associated with the Los Angeles law firm of Loeb, Walker & Loeb.

He's been up here like this ever since he saw "THE HYPNOTIC EYE"!

YOU TOO WILL DO STRANGE THINGS WHEN YOU SEE "THE HYPNOTIC EYE"!

with the exciting new HYPNOMAGIC... from ALLIED ARTISTS

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the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

87, NO. 10

NEW YORK, U.S.A., FRIDAY, JANUARY 15, 1960

TEN CENTS

Per Share

Loew's, Inc. Net \$1,852,000 in First Quarter

Loew's Sees 'Banner Year' With 'Ben-Hur', Others

Consolidated net income of Loew's, (M-G-M) for the first quarter ended Nov. 26, 1959, amounted to \$2,000, or 71 cents per share on the 2,608,888 shares outstanding at the end of the period, R. Vogel, president, reported today.

For the corresponding period of the fiscal year consolidated net income amounted to \$1,592,000, or 73 cents per share based on the 2,668,000 shares then outstanding.

Vogel noted that all divisions of the company operated profitably during the first quarter of the current year and the consolidated results reflect a continuation of the favorable trend which commenced in September, 1958, and has produced five

(Continued on page 2)

Catholic Communion

Breakfast Here Jan. 24

The tenth annual Communion breakfast for the motion picture industry in the New York area will be held Sunday, Jan. 24, in the Grand Ballroom of the Waldorf-Astoria. The breakfast will follow a special Mass at 10 A.M. at St. Patrick's Cathedral. Speakers at the breakfast will be Robert S. R. Smith, publisher of the

(Continued on page 16)

Segregate Drive-In

Service Charges: Myers

From THE DAILY Bureau

WASHINGTON, Jan. 14.—Drive-in operators who do not "segregate" service charges for in-car heaters, playground facilities and the like from admission charges "will be well advised" to do so, Abram F. Myers, Allied

(Continued on page 13)

TELEVISION TODAY — P. 13-15

Television's Top Stars of the Year

Critics Name the Winners In the Daily-Fame Annual Poll



FRED ASTAIRE

By PINKY HERMAN

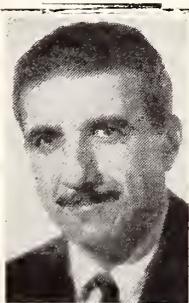
THE amazing Fred Astaire added new honors to his previous achievements by being named the year's Best Television Performer (Champion of Champions) by the nation's TV editors, critics and columnists in the annual poll conducted each year by TELEVISION TODAY and MOTION PICTURE DAILY for *Fame*. Dinah Shore, individual champion of last year's poll, was runner-up while Jack Benny, who also was returned Best Comedian, was third choice. "The Jack Benny Show" beat "The Red Skelton Show" for the Best Comedy Show award, the principals finishing in the same order for

top places in Best Comedian division. In the contest for Best Vocalist, both Dinah Shore and Perry Como captured top honors for the eighth

(Continued on page 14)

Univ. to Expand Pre-Selling Drives

Universal Pictures plans to expand the policy of lengthy pre-selling of its product used on pictures released in 1959, Philip Gerard, Eastern advertising and publicity director, told the company sales executive conference here yesterday. Gerard, representing David Lipton, vice-president, outlined advertising and promotion plans on forthcoming Universal product.



Philip Gerard

Recalling the campaigns for "The Perfect Furlough," "Imitation of Life," "This Earth Is Mine" "Pillow Talk," and "Operation Petticoat," Gerard noted that each received big national magazine advertising pre-selling campaigns as well as long range publicity and promotion campaigns. These started with their production and carried through to their

(Continued on page 16)

20th-Fox 3-Day Eastern Meeting Opens Monday

Special to THE DAILY

BOSTON, Jan. 14. — Alex Harrison, general sales manager of 20th Century-Fox and his executive assistants, Glenn Norris and Martin Moskowitz, will arrive here Monday for a three-day, regional meeting with branch managers from eight exchanges, Boston, Cincinnati, Cleveland

(Continued on page 2)

Zanuck Due Here with 'Mirror' Final Print

Darryl Zanuck will arrive here within two weeks to deliver the final print of his new film "Crack in the Mirror" to 20th Century-Fox, he advised Spyros P. Skouras, president,

(Continued on page 2)

Barden Moves to Delay Pay-Law Liberalization

From THE DAILY Bureau

WASHINGTON, Jan. 14. — House Labor Committee Chairman Barden (D., N. C.) today put a road-block in the way of quick liberalization of Federal minimum wage law coverage. In

(Continued on page 4)

At Stockholders' Meet Predict '60 To Be Great Year for S. W.

Fabian Reports 1st Quarter Income, Profit at New High

Special to THE DAILY

WILMINGTON, Del., Jan. 14. — Stanley Warner Corp. enjoyed a record year in 1959, and based on operations to date, expectations for 1960 are equally great, company stockholders were told today by S. H. Fabian, president, at the annual meeting here.

Fabian reminded his listeners that gross income and net profits reached record levels last year and then added, "I am delighted to report to you that

(Continued on page 4)



S. H. Fabian

CEA Discounts Charge Boycott Is 'Illegal'

By WILLIAM PAY

LONDON Jan. 14. — Charges by producers John Woolf and Major Daniel Angel that the boycott called against their pictures by the Cinematograph Exhibitors Assn. is "illegal" were discounted today by the CEA. The CEA general council said that its own legal advisers contend the boycott, enacted in retaliation for the

(Continued on page 4)

NT&T Stock Dividend Plan Is Set by Cantor

From THE DAILY Bureau

LOS ANGELES, Jan. 14. — The board of directors of National Theatres and Television, Inc., meeting today, announced a change in the company's dividend policy from cash to stock dividends. The board declared a two per cent dividend in common

(Continued on page 13)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York over the weekend for Hollywood.

MAX YOUNGSTINE, vice-president of United Artists, will arrive in New York on Sunday from the Coast.

HUGH OWEN, Paramount vice-president, is in New Haven, Conn., today from New York.

ARTHUR J. STEEL, executive vice-president of Cinema-Vue Corp., has returned to New York following an extended tour of the Orient and Australia.

LEN COCHMAN, publicity director of Cooga Mooga Productions, has returned to New York following a honeymoon with his bride, the former **JANET BERK**.

ROBERT SNODY, European production manager for Paramount's "The Counterfeit Traitor," has returned to Hollywood from the Continent.

JAMES and JOYCE MACARTHUR have returned to New York from the British West Indies.

JOHNNY NASH, singer featured in United Artists "Take a Giant Step," will arrive here on Monday from Boston for a round of radio and television appearances.

Charles Maguire Dies

Requiem Mass will be held at St. Malachy's Church here today for **Charles J. Maguire**, 61, production manager and director, who died suddenly on Tuesday at St. Vincent's Hospital. A life member of the Catholic Actors Guild and chairman of its executive board at the time of his death, he is survived by his widow, a son, a daughter and a brother.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETTICOAT"
MAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNELL
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE in Eastman COLOR & GREAT STAGE SPECTACLE

Fox Meeting

(Continued from page 1)

land, Pittsburgh, New York, Buffalo, Albany and New Haven to discuss the 1960-61 product line-up.

Also present will be salesmen and bookers from the eight exchanges, and Clarence Hill, head of exchange operations, and Jack Bloom, head of the contract department. Joe Sugar, general sales manager of Magna Films is also attending, making a total of 48.

On Monday, the three top executives will interrupt their meeting to attend a luncheon at the Boston Club hosted by Benjamin Sack to tell the local film press of the musical "Can-Can," which Sack is presenting at one of his theatres for its New England premiere. The following day, Harrison, Norris and Moskowitz will again meet the film press at an informal round-table discussion of the forthcoming Fox product at a private luncheon at the Hotel Statler.

The three-day regional meeting will conclude late Wednesday afternoon. One of the discussions on the agenda is a report of the exploitation and publicity campaign on the world premiere of "Story on Page One" in this city, directed by publicist Phil Engel, which he will reveal to the eight exchange personnel.

Zanuck Due Here

(Continued from page 1)

in a cable from Paris yesterday. Zanuck pointed out that he would have to leave here almost immediately for Israel to start location filming of "The Ballad of Red Rock."

The producer went on to say that he was "heartened and cheered by the standing ovation he received from the 20th sales force after his address at the convention recently."

Richard Zanuck, under the banner of Darryl Zanuck Productions, Inc., will begin work next month in Hollywood on "Requiem For A Nun," from the William Faulkner original story, thus giving the Zanuck organization two major projects in operation simultaneously. By early Spring the Zanuck Company will have completed at least three-quarters of the schedule promised as its contribution to Fox line-up of top budget production for 1960.

Fitzgerald Mass Today

CLEVELAND, Jan. 14.—Requiem Mass will be held here Friday at St. John's Cathedral for John B. Fitzgerald, 70, international representative of the IATSE since 1942, who died Tuesday at a local hospital where he had been a patient since Sunday. He had been troubled with a heart condition for several years.

A member of Cleveland Stage Employees Local 27 since 1912, Fitzgerald had been its president since 1929.

K.C. Theatres in 'War' for Patronage

Special to THE DAILY

KANSAS CITY, Mo., Jan. 14.—The downtown Kansas City theatre scene has been enlivened with the eruption of a spirited struggle for patronage between two small subsequent-run theatres, both located on Twelfth Street.

The competitors are the Regent and the Esquire, with one of the theatres proclaiming on a poster "movie war" and advertising a program of four pictures at regular prices. The same theatre has started "family night" with children being admitted without charge.

Until the Esquire, formerly a first-run house operated by Fox-Midwest Theatres, Inc., resumed operation around Christmas, the Regent was the only downtown house playing subsequent run pictures and product passed by first-run theatres.

Harrison, Sullivan

To Boston on Monday

Alex Harrison, 20th Century-Fox general sales manager, and Edward E. Sullivan, publicity director, will fly to Boston on Monday to select the New England opening site for the Todd-AO production of "Can-Can," which is slated to debut there in March.

Harrison and Sullivan will also attend the regional sales meeting in Boston on the 19th, where the publicity director will outline exploitation plans on "Can-Can," as well as all other upcoming releases slated for playdates in New England in the next few months. Harrison will join Fox assistant general sales managers, C. Glenn Norris and Martin Moskowitz, at the Boston meet, who will also be taking part in the planning of the "Can-Can" gala with charitable organizations and groups in the area.

Gravitz Named M-G-M's New York Branch Mgr.

Philip Gravitz, New Haven branch manager for M-G-M, has been appointed New York branch manager, effective Jan. 25, it was announced by Jack Byrne, vice-president and general sales manager. He will be succeeded in New Haven by Raymond Cairns.

Gravitz has been with M-G-M since 1930, starting as an office boy in the New York exchange. He worked his way up the sales department ladder as booker, salesman and then as New Haven branch manager, in which capacity he has served since 1950.

Cairns joined the company in 1948. For the past ten years, he has served as a salesman, working closely with Gravitz.

Loew's, Inc. N

(Continued from page 1)

consecutive profitable periods since the loss years of fiscal 1957-1958."

Vogel's letter to stockholders of company calls attention to the critical acclaim given Ben-Hur" and strong box office response at the limited number of engagements now in progress. He notes that it had played only one week of the first quarter, that its influence on operating results will not be manifest until later period.

"Our prospects for the balance of the year are also encouraging in light of the impressive group of pictures we have for future release," Vogel reports.

Stockholders are informed that second oil well is being drilled on studio property in Culver City by Continental Oil Co., after drilling of first well produced oil.

Loew's, Vogel said, is continuing to acquire its own common stock on the open market to meet possible requirements of the company's stock option program. As of Jan. 5, 127,500 shares had been acquired at a cost of \$4,044,189.

Foreign Revenue Off Slightly

The report for the first quarter showed worldwide film production distribution and foreign theatre revenues \$21,575,000, compared with \$20,479,000 for the corresponding period of the preceding year. Television revenue was \$3,224,000, compared with \$3,327,000, and records and music \$2,475,000, compared with \$2,700,000. Total revenues for the quarter were \$27,633,000, compared to \$27,366,000 a year earlier.

Current assets at Nov. 26, 1957, were \$112,103,000, and current liabilities \$30,432,000, leaving working capital of \$81,671,000. Working capital a year earlier was \$80,965,000.

In releasing the first quarter statistics, Vogel commented: "This is the beginning of what is shaping up as a banner year for M-G-M."

With the report to stockholders went a dividend check of 30 cents per share for holders of record Jan. 22, 1958.

\$38,595 for 'Beach'

Stanley Kramer's "On the Beach" grossed \$38,595 in its fourth week at the Astor Theatre here, it was reported yesterday by United Artists. The film has continued into its fifth week.

FOR SALE

AT A REASONABLE PRICE
11 HUNDRED THEATRE SEATS
MUST BE SOLD IMMEDIATELY
CALL TWINING 8-7380

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fein, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau: Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 15 cents.

Levee on Facts About 71,000 Skiatron Shares

By E. H. KAHN

WASHINGTON, Jan. 14. — Attorney for the Securities and Exchange Commission's division of corporate law and for Skiatron Electronics Television, Inc., its president Arvey, and Matthew Fox, holder of exclusive license to exploit Skiatron toll TV system, Subscriber View, have agreed upon the facts surrounding the disposition of 71,000 shares of Skiatron stock lent by Levey

outlined to SEC hearing examiner Robert N. Hislop, the 71,000 shares in Levey's name were pledged to Bache & Co., a Wall Street brokerage, as collateral for a loan of \$500,000. The shares at that time had a market value in excess of \$500,000.

Fox Promised Registration

His stock was not registered, according to Bache partner Charles D. Halsey, but Fox gave the firm assurance that "he would have this stock registered in the very near future." Fox so agreed to "sweeten up the deal" for Bache by putting up additional collateral which he did "even" after repeated requests by Halsey conceded that Bache did not require Fox to present a balance sheet before making the loan. "Fox had the reputation of being a very wealthy man."

It is stipulated by both parties to the hearing are that the loan from Fox to Fox was eventually paid off at a total cost to Fox of \$314,000, including interest and charges.

As a part of this transaction, Fox received \$56,000 from Reldan Tradep, and Bache released 18,000 shares of stock to the finance committee. He put up another 18,000 shares of the Silver Co. against \$67,000, and Hartford Factors provided \$130,000, against 35,000 shares of stock. Information was brought out after J. Purcell, a lawyer for Fox, suggested that the parties enter into an agreement as to the amounts of stock that were made to Fox and "the number of shares foreclosed and sold." It is stipulated facts did not, however, deal with foreclosure or sale.

Letter to Bache & Co. Entered

In connection with these transactions Julian Jawitz, attorney for Bache, entered into the record of the company a letter from Levey to Bache in which the brokerage was requested that Fox "authorized you to sell such stock directly to Mr. Arvey upon repayment of your loan." Halsey said that Bache had agreed to do this, since it was bound upon instructions from Fox, its attorney and not in accordance with its own desires.

Levey Bow for 'Havana'

"The Man in Havana," Kingsmead production in CinemaScope for Columbia release, will have its American premiere at both the Forum and Lux 52nd Street theatres here Wednesday, Jan. 27.

Kerasotes Senses Scent of Roses In Soothsaying 'Surging Sixties'

Special to THE DAILY

SPRINGFIELD, Ill., Jan. 14.—As the industry swings into the "Surging Sixties" it reflects the new show hit tune "Everything's Coming up Roses," George G. Kerasotes, president of Kerasotes Theatres of this city, and chairman of the board of Theatre Owners of America, said today in a statement marking the opening of the new 1960 decade.

"A decidedly different picture of the 'Fifties' were difficult days for the motion picture business as TV grew into nationwide importance and became a fierce competitor," Kerasotes said. "The movie industry took up the challenge, however, and at decade's end had turned the tide. August of 1959 saw a new 10-year attendance peak of 82,300,000 per week at the nation's theatres. To meet the challenge, Hollywood changed its pattern of producing large numbers of movies along a formula line, and initiated big budget block-buster productions capable of getting extended playing time in the nation's theatres. Several new productions currently playing are setting new all-time attendance records.

Closings Cited

"Some theatre owners, unable to adapt themselves to the new conditions, threw in the towel and a number of movie houses were closed. Other, more enterprising exhibitors saw new opportunities—they modernized their theatres—put in CinemaScope projection and stereophonic sound—made moviegoing more enjoyable—took a new advertising and promotion approach to secure more patrons.

"The Fifties was also the era of the drive-in theatre, a post-war innovation that grew into increasing popularity during the decade. They proved to be especially popular with the family group as parents could take their youngsters with them for a combination of kiddyland, picnic and giant screen movies all in one evening's package. Hollywood production turned the corner into 1960 with renewed confidence as they found the public responding to their efforts. This confidence is reflected in the multi-million dollar budgets scheduled for new productions in the coming year, and beyond. All the movies are no longer made in Hollywood, however, as a major portion of the big pictures are being shot on location, around the world, bringing a realism and scope never before attained.

Praises 'Personality Front'

"On the personality front, a whole new crop of 'new faces' is now being groomed for stardom in the next decade, with resulting new interest in moviegoing, particularly by young



George Kerasotes

people. The American people are a gregarious lot—they like to get out and go places. Some said TV would kill sports, but the same cameras that brought the world series or the football classics in the homes, also focused on capacity crowds of paying customers in the stands. While movies of a type are available on TV, it cannot match the dramatic sweep—the life-size pictures—the technicolor beauty—and the exciting stereophonic sound which all combine to create the illusion of patron participation not equalled by any other process. The young people in particular, and all who are young in heart in general, have discovered that after all there's nothing more entertaining and satisfying than 'going out to a movie.'

Calls Patrons' Comfort Vital

"The theatre emphasis in the 60s will be toward more customer comfort and convenience, and advanced projection techniques of the CinemaScope type, with an increase in the 'art theatre' type of presentation. Drive-ins will be developed into actual parks with decorative shrubbery and flowers; free kiddyland; swimming pools, children's zoos, etc., as a veritable junior-sized Disneyland for young Americans on the go—in automobiles.

"The paid 'movie-to-home' experiment via direct cable has not proven to be popular in areas where it has been tested, and not much is expected to develop in this area. However, such devices as film on electronic tape may make it possible for a particular picture to be transmitted for simultaneous exhibition in every theatre in the country, if it was so desired."

Quotes Commerce Department

In conclusion, Kerasotes points out that the Department of Commerce forecasts our national economy to grow five per cent a year—which means a possible 50 per cent increase in the money to be spent on amusements in the next decade. With the new interest in motion pictures evidenced by recently increased attendance at the nation's theatres, augmented by the predicted business growth in general, the motion picture industry reflects the new show hit tune, "Everything's Coming Up Roses," he believes.

'Angry Man' Screened

Loew's Theatres in-town theatre managers and division managers were guests here this week in the Columbia Pictures projection room for a special screening of "The Last Angry Man," soon to be shown on the Loew circuit. The guests were addressed by Ernest Emerling, Loew's Theatres vice-president, and Dick Kahn, Columbia exploitation manager.

Joint Campaign Success: Baldwin

Results of the joint industry promotional campaign have been excellent to date, the Motion Picture Association advertising-publicity directors committee was told yesterday by Ted Baldwin, coordinator of the program. He presented a compilation of publicity from newspapers, magazines and other media and was officially commended by the board for his efforts on the campaign.

The promotional drive is to continue and seven special feature stories were distributed—one for each company—to the committee members yesterday for planting in syndicated columns.

The committee also heard a report on the New York neighborhood theatres' radio campaign, a successful promotion of last summer, which was renewed this week starting Tuesday. It will run for 15 weeks as a cooperative campaign financed jointly by the two major metropolitan circuits, Loew's and RKO, and the distributor of the pictures selected for radio promotion.

Radio Highlights Presented

A representative of Donahue & Coe presented highlights of the radio drive, and it was agreed that all distributors who have pictures booked during the period will participate again.

The committee was also brought up to date on current activities in preparation for promotion of the annual Academy Awards telecast in April by Roger Lewis, head of the "Oscar" campaign committee. Representatives of Eastman Kodak presented several ideas for their participation in the promotion on both a national and local level through their dealers. Eastman is taking part in financing the industry-backed "Oscar" show for the first time this year.

The committee took under consideration two other ideas. One was that presented by Capt. Harold Auten of the Bushkill Academy, a summer stock actors group in Pennsylvania. He has suggested that exhibitors conduct talent contests in their areas with the prize to be scholarships to the Academy. The second idea was a public relations effort, proposed by *Life Magazine*, which has asked MPA member companies to supply 16mm prints for use in "Project Hope," a fleet of ships which carries assistance to disaster areas.

Finally, the committee approved participation again this year in National Library Week, wherein libraries over the country set up promotions to tie-in with books made into films.

\$488,503 from MPPC

HOLLYWOOD, Jan. 14.—Motion Picture Permanent Charities mailed checks totalling \$488,503.55 to 21 local health and welfare organizations as semi-annual payment of budgeted allocations, Hal Roach, MPPC president, reported today.

Fabian Report Plan to Reorganize FIDO Goes to Film Union Federation Next Week

(Continued from page 1)

gross income and net profits for the first quarter of our 1960 fiscal year again net a new high."

The consolidated net profit for the first quarter which ended November 28, 1959, was \$1,210,400, equivalent to 60¢ per share on the common stock. The profit for the same quarter last year was \$1,179,700, equivalent to 58¢ per share on the common stock.

Increase of 5.3%

Theatre admission and merchandise sales and other income of Stanley Warner and its subsidiaries for the quarter totaled \$32,366,400 which is an increase of 5.3 per cent over similar income of \$30,719,700 for the same period last year.

Profit on the sale of Cinerama assets, recorded during the 13-week period, were \$183,030 after deducting \$200,000 for Federal income tax. Earned surplus at the end of the period was \$49,104,286 as compared with \$47,660,080 at the end of the same period last year.

Fabian reported to the meeting on the circuit's modernization and renovation program, noting that wide-screen equipment is being installed in several key theatres. "We are strengthening our position," he added, "through the sale of, or the cancellation of, leases on certain theatres. We continue to believe that a circuit of well located and attractive theatres has a real profit potential."

Cites Five 'Specials'

The company president also listed a number of important wide-screen "specials" soon to be available in the circuit's theatres, including "Ben-Hur," "Solomon and Sheba," "Cann-Can," "Spartacus," and "Scent-O-Mystery."

Stanley-Warner's television station, WAST-TV, just completing its first year as a VHF station operating on Channel 13, has made "rapid gains in billings," he said.

In connection with the company's expansion program, Fabian commented that consideration is being given to the possible acquisition of several companies—some small and some large. "Likewise, as a further step in diversification we have studied the feasibility of adding certain individual products to our present lines. As you know, many companies have similar programs. I do not need to tell you that in this competitive market, it is difficult to conclude any deals on terms which we believe would prove advantageous to Stanley Warner. When we do, you will be notified promptly," he said.

Dividends Increased

Since the last meeting the dividend on the common stock has been increased from 25 cents to 30 cents per share per quarter. At the directors' meeting to be held on Jan. 20 it is expected that another dividend of 30¢ per share will be declared payable Feb. 25 to stockholders of record on Feb. 8.

Stockholders re-elected Harry M. Kalmine, Maurice A. Silver, and Dr.

LONDON, Jan. 14.—A plan for a reorganized watchdog organization to strengthen the Film Industry Defense Organization is among the proposals to be put to a special meeting in London next week of the Federation of Film Unions.

This is announced by Sir Tom O'Brien, president of the federation and general secretary of the National Association of Theatrical and Kine Employees, after a two-hour meeting of the federation to consider the acquisition by Associated-Rediffusion of 55 post-war British feature films from producers John Woolf and Major Angel for showing on television.

"We think that FIDO is quite incapable of handling this problem any further," said Sir Tom. "We believe it must have a completely new central board, rather like that of the Cinematograph Films Council, and bringing in union representatives and one or two nominees to represent the public, as well as the film producers, exhibitors and distributors," he added.

Will Consider Policy Document

At their meeting next week the federation will have before them a policy document agreed by the executives of the six unions concerned. It will summarize all the proposals and deal with the need for a united industry to cope with television problems. "At the moment," said Sir Tom, "the industry is incapable of protecting itself."

"The unions," said Sir Tom, "reserved their right to take retaliatory action against John Woolf and Major Angel and had not abandoned the idea of doing so. But the industry as a whole was guilty for allowing such things to happen and they are not the sole offenders."

Against Films-to-TV

"We are opposed," he continued, "to the showing of films made for the cinema on television and an increase in this practice would be disastrous for the welfare of those employed in the industry, and disadvantageous for the public. The public are entitled to see new material on television. TV companies have a responsibility to use their enormous financial resources in building a new TV film industry rather than relying for 80 per cent of their filmed product on buying cinema films which were never intended to be shown on television."

Last year, Sir Tom concluded, 300 films that had previously been seen in cinemas were shown on British Broadcasting Corporation or commercial television.

Charles F. McKham to the board. The firm will retain Price and Waterhouse as independent public accountants for the current fiscal year.

Other officials present at the meeting in addition to Fabian, were Samuel Rosen, Kalmine, David Fogelson, Nathaniel Lapkin, and W. Stewart McDonald.

The meeting was brief, and there were no questions from the 25 stockholders who attended.

By WILLIAM PAY

CEA-Boycott

(Continued from page 1)

sale by the two producers of 55 old British pictures to a television distributor, is not an "actionable conspiracy."

At the same time the CEA council said today it intends to accept the continuation of the Film Industry Defense Organization as "the best bet for the ultimate salvation of the industry."

CEA is now compiling for its members a list of the films made by Woolf and Angel which it has asked exhibitors not to book, as it also did in the case of David O. Selznick when a boycott was placed against his films after he sold a number to television.

As in the Selznick list, CEA makes the proviso with Woolf and Angel that it is prepared to "whitewash" certain pictures if it can be proven the producers are no longer connected with them. This applies in particular, it was pointed out, to Angel's latest production for 20th Century-Fox, "The Sheriff of Fractured Jaw."

In further consequence of the Woolf-Angel transaction, CEA today expressed "grave concern" to the Board of Trade that a large proportion of the films sold to television involved comparatively recent productions deriving substantial benefits from the government's production fund. This is financed by exhibitors, and CEA registered "vigorous protest" that these pictures are "available to television to the detriment of theatre exhibitors."

'Sheba' \$2,254,897 in 30 Dates in 3 Weeks

"Solomon and Sheba," Edward Small's production, has grossed a "tremendous" \$2,254,897 for 30 domestic premiere engagements in only three weeks, it was announced by William J. Heineman, United Artists vice-president. He said the picture is holding over for a fourth week in all 30 engagements starting today.

To date the UA box office champion has shattered theatre records in 19 key regional playdates throughout the country, the UA vice-president added.

Situations where "Solomon and Sheba" has established new all-time theatre marks include: Loew's State, Atlanta; Capri, Boston; Teah, Buffalo; Woods, Chicago; Loew's Stillman, Cleveland; Capri, Dallas; Paramount, Denver; United Artists, Detroit; Rivoli, Houston; Loew's 170th, Miami Beach; Riviera, Coral Gables; Park, Minneapolis; Penn, Pittsburgh; Hollywood, Portland, Ore., and others.

Barden Move

(Continued from page 1)

reply to proposals by Congressmen Dent (D., Pa.) and Roosevelt (Calif.) Barden stated that he will to hold off a vote in the committee setting a deadline for consideration of a new minimum wage law.

Rep. Dent said that if the legislation is blocked in a subcommittee will try to force consideration by full committee before July 1, when Congress may adjourn.

Chairman Barden said that thought Dent's proposal "would definitely unwise, inconsiderate and premature."

Sends Censor Case to Texas State Courts

Special to THE DAILY

NEW ORLEANS, Jan. 14. — U.S. Circuit Court of Appeals for the fifth circuit has refused to accept film censorship case, holding that should be acted upon first by state courts.

The circuit court vacated a judgment of the U.S. District Court in Dallas which had dismissed an action brought by Kingsley International Pictures and Empire Pictures Distributing Co. against the city of Fort Worth, its mayor, the city manager, the chief of police and member of the board of censorship. The action charged that the two city ordinances under which an exhibition permit had been refused to the film "And Created Woman" are unconstitutional and violative of the First and Fourteenth Amendments.

Judge Ben Cameron of the Circuit Court of Appeals here held that the District Court in Texas should let a state court decide the constitutionality of the Fort Worth censorship ordinances, and remanded the case.

Judge Cameron was joined by Judge Warren L. Jones, but Judge John R. Brown dissented in part, concurred in the District court's dismissal of the suit but he disagreed the question of sending the suit to state courts for decision, saying:

"While the vehicle may be something less than morally attractive," he wrote, "the plaintiff here is asserting a right which history and constitution regard as of transcendent value. A board of censors stands the way of free expression. Whether that action accords with the constitution is the question. It is a question which the District court and, thereafter, this court, should decide. It cannot run from responsibility or off onto the state courts."

Leon Blender Is Named AIP Vice-President

From THE DAILY BUREAU

HOLLYWOOD, Jan. 14. — Blender leaving for New York and European president James H. Nicholson announced executive vice-president Samuel Zerkoff announced the elevation of Leon P. Blender to the vice-president charge of distribution for American International Pictures.

SUCCESS IN THE SIXTIES!

“‘Success In The Sixties’ is
no mere slogan—it is a prediction
based on realistic analysis.

And for Paramount
this optimistic conviction is
substantiated by product
already completed or well along
in production and planning . . .

product that guarantees
PARAMOUNT'S
SUCCESS IN THE DECADE
OF THE '60's WILL BEGIN WITH
A BANNER YEAR . . .1960!”

George Weltnor

Vice-President
In Charge of World Wide Sales



Fabian Report Plan to Reorganize FIDO Goes to Film Union Federation Next Week

(Continued from page 1)

gross income first quarter again net a profit. The consolidated first quarter 1959, was \$28,195,900, or 60c per share. The profit for the year was \$1,580,000, or 58c per share.

In

Theatre advertising sales and other income of Warner and other companies for the quarter total an increase of 10 per cent over the same period.

Profit on investments, recorded for the same period, were \$200,000. Total earned surplus for the period was \$47,660,000, or 100c per share.

Fabian reported that the circuit's expansion program, including the purchase of several key properties, is strengthening the circuit through the acquisition of, leasehold properties, and the continuation of well located properties. Fabian has a real program.

Cite

The company has a number of "specials" so far this year, including "Hurricane," "Solo Can," "Spa Mystery," and "The

Stanley-Warner WAST-TV, which has a year as a VHF Channel 13, and "billings," he said.

In connection with expansion, he mentioned that he has given to the circuit several contracts for some large-scale step in developing the feasibility of individual projects. As you know, similar projects tell you that, in fact, it is difficult on terms to prove advancement. When it comes promptly," he said.

Di

Since the meeting on the company increased from 30c per share per quarter.

The meeting is expected that another dividend of 30c per share will be declared payable Feb. 25 to stockholders of record on Feb. 8.

Stockholders re-elected Harry M. Kalmine, Maurice A. Silver, and Dr.

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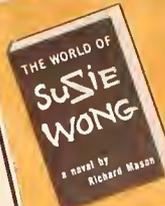
Denver; United Artists, Detroit; Rivoli, Houston; Loew's 170th, Miami Beach; Riviera, Coral Gables; Park, Minneapolis; Penn, Pittsburgh; Hollywood, Portland, Ore., and others.

Barden Move

(Continued from page 1)
reply to proposals by Congress

president James H. Nicholson and executive vice-president Samuel Z. Koff announced the elevation of L. P. Blender to the vice-presidency in charge of distribution for American International Pictures.

ESS TIES!



Ray Stark's production of
THE WORLD OF SUSIE WONG
Starring William Holden and France Nuyen.
Technicolor.



Shavelson-Rose's production of
Bay of Naples
(Tentative Title)
Starring Clark Gable, Sophia Loren and Vittorio de Sica. Technicolor.



Pennebaker Productions'
ONE-EYED JACKS

Starring Marlon Brando and Karl Malden.
Directed by Marlon Brando. Technicolor.

The most overwhelmingly
triumphant of return engagements.
Cecil B. DeMille's production of

THE GREATEST SHOW ON EARTH

The greatest of
all-star casts.
Technicolor.

**SUCCESS
IN THE SIXTIES!**



A tight, tough, true-to-life teen story

THE BIG NIGHT

Starring popular singer Randy Sparks,
Venetia Stevenson and Dick Foran.



The frankness of "Room at the Top"...
the mystery of "Laura"... the shocks of
"Diabolique"... combine explosively in

Chance Meeting

**SUCCESS
IN THE SIXTIES!**

Vadim's production of

D and ROSES

Starring Mel Ferrer, Elsa Martinelli
Annette Vadim. Technicolor.



Periberg-Seaton's production of

The Pleasure of his Company

Starring Fred Astaire, Debbie Reynolds,
Tab Hunter and Lilli Palmer.
Technicolor.



Hal Wallis' production of

**All In
A Night's Work**

Starring Shirley MacLaine.



Hal Wallis' production of

G. I. BLUES

Starring Elvis Presley
in his first film since Army service. Technicolor.



Dino de Laurentis' production of

UNDER TEN FLAGS

Starring Van Heflin and Charles Laughton.

A sweeping saga of Czarist Russia

PRISONER OF THE VOLGA

Starring John Derek and Elsa Martinelli. Eastman Color.

Jerry Lewis' production of

CINDERFELLA

Starring Jerry Lewis, Anna Maria Alberghetti,
Judith Anderson and Ed Wynn.
Technicolor.



Periberg-Seaton's production of

THE COUNTERFEIT TRAITOR

Starring William Holden and Lilli Palmer.

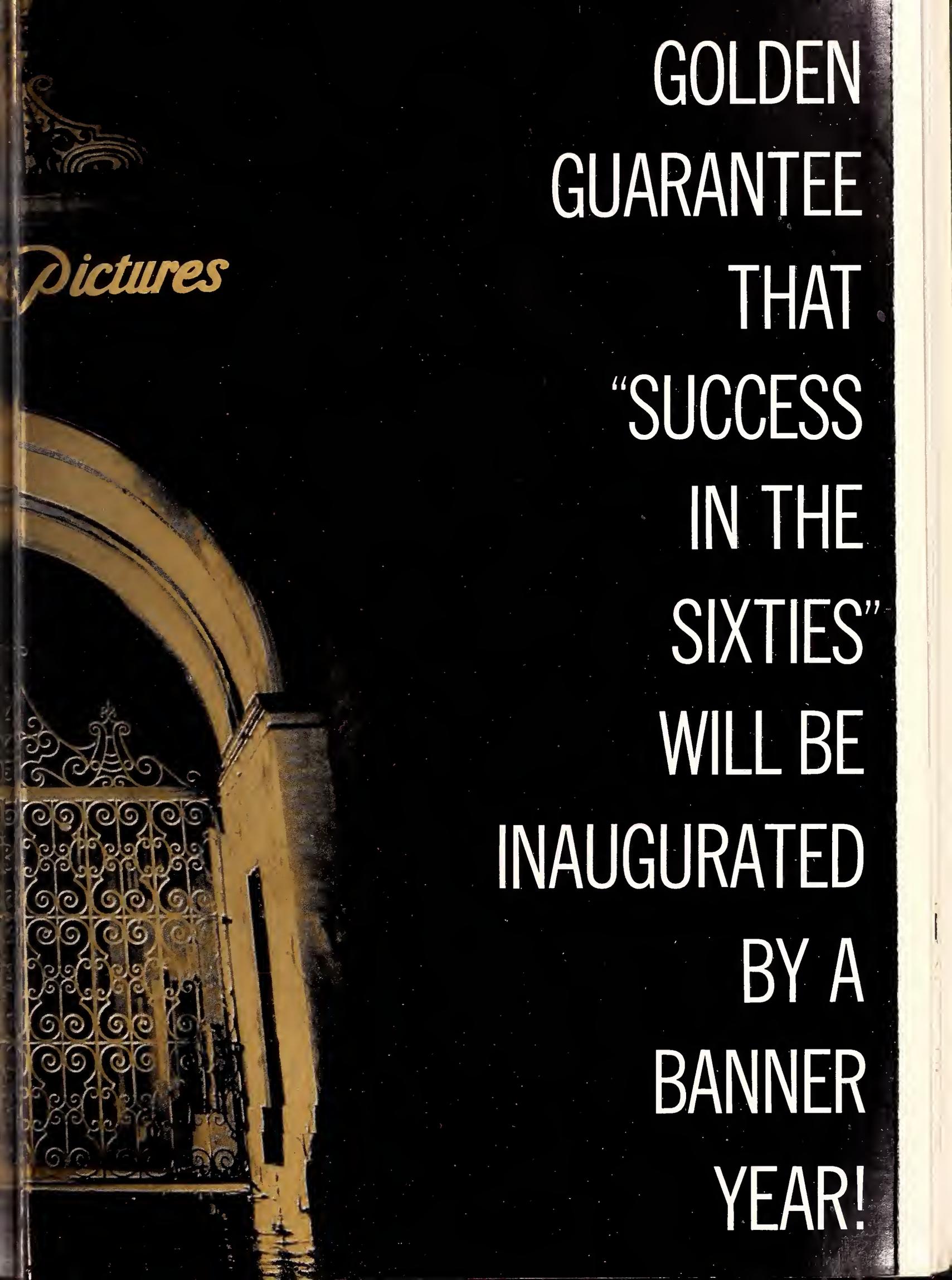


THROUGH
THESE
FAMED
GATES –
THROUGHOUT
1960 –
AN IMPOSING
PARADE OF
PRODUCT
WILL
SURGE...



Paramount



The background of the advertisement features a dark, atmospheric photograph of a building's entrance. On the left, a large, ornate wrought-iron gate with intricate scrollwork is partially open, revealing a dark interior. Above the gate, a stone archway is visible. The overall scene is dimly lit, with highlights on the architectural details and the gate's metalwork.

Pictures

GOLDEN
GUARANTEE
THAT
"SUCCESS
IN THE
SIXTIES"
WILL BE
INAUGURATED
BY A
BANNER
YEAR!

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SURGE...

THROUGH
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1960 –
AN IMPOSING
PARADE OF
PRODUCT
WILL
SURGE...



Paramount Pictures

GOLDEN
GUARANTEE
THAT
“SUCCESS
IN THE
SIXTIES”
WILL BE
INAUGURATED
BY A
BANNER
YEAR!

SUCCESS IN THE SIXTIES!

AND PARAMOUNT WILL CONTINUE TO LEAD THE INDUSTRY'S PARADE INTO THE SUCCESSFUL SIXTIES WITH TOP PROPERTIES LIKE THESE:

Alfred Hitchcock's production of
NO BAIL FOR THE JUDGE
Starring Audrey Hepburn and
Laurence Harvey. Technicolor.

Panama-Frank's production of
A CHILD IS WAITING
Ingrid Bergman stars in a
heart-warming, human drama.

Jurow-Shepherd's production of
BREAKFAST AT TIFFANY'S
From Truman Capote's best-seller about the
hilarious adventures of a Manhattan playgirl.

Hal Wallis' production of
SUMMER AND SMOKE
Tennessee Williams' acclaimed play brought to
the screen by the producer of "The Rose Tattoo."

Perlberg-Seaton's production of
NIGHT WITHOUT END
Important stars in an unusual story
that travels to the ends of the Earth.

Henry Blanke's production of
AFFAIR IN ARCADY
For his first production for Paramount,
the producer of "The Nun's Story"
brings to life a novel by James Welland.

One of the hugest historical epics ever filmed.
SISSI
A cast of tens of thousands
in Agfa Color.

Henry and Phoebe Ephron's production of
MELODY OF SEX
A highly-spiced comedy about a young
American in Paris and his experiences
with three French girls.

Sy Weintraub's production of
TARZAN THE MAGNIFICENT
A brand new Technicolor adventure
from the producer
whose "Tarzan's Greatest Adventure"
was the most successful in the series.

Jurow-Shepherd's production of
THE FABULOUS SHOWMAN
From the best-selling biography of P. T. Barnum
by Irving Wallace.

any Bill Would Cut City Taxing Power

Special to THE DAILY
 BANY, N. Y., Jan. 14. — Assem-
 Michael G. Rice, Democrat
 trestone, Queens County, has
 ced a bill which amends Chap-
 7 of the laws of 1947, to strike
 ovisions authorizing New York
 o impose a series of taxes, in-
 g one on admissions and charges
 tertainment or amusement, and
 n-operated amusement devices.
 er levies which New York is
 vered to vote, under that statute
 i: receipts from sale of goods;
 nks in restaurants; use of utili-
 tprivilege of selling liquor, wine
 r at retail and passenger motor
 es.
 Rice bill would take effect July
 60.

regate, Says Myers

(Continued from page 1)
 chairman and general counsel,
 n commenting on the Somerville,
 Drive-In Theatre case decided
 e state superior court there in
 nber.
 that case the court ruled that
 service charge" of 10 cents on
 80-cent admission retained by
 hhibitor were a part of the gross
 ts from admission sales on
 the percentage license fees
 payable to the distributor. They
 levied by the drive-in irrespec-
 f whether the patron used the
 ies charged for or not, and the
 e fee was not separated from
 dmission charge.
 ers says, "It is important that
 iling be confined to the peculiar
 of the particular case," and cites
 ces of "Allied members" who
 these special facilities under a
 lure which allows the customer
 choice either to accept or reject
 me. Also that they are sold on a
 te ticket and that the receipts
 ot commingled with the receipts
 admissions in their books or
 accounts.

Follows B.I.R. Plan

general, they follow the prac-
 rescribed by the Bureau of In-
 Revenue for handling the ad-
 ons taxes collected from their
 ners." This procedure, he says,
 mended.
 n exhibitor has the same right to
 a customer a heater or access to
 vground for a price, as he has to
 y refreshments and candy for
 mers to choose from, without
 g to account to the distributor
 supplies the film," he added.

5 Appoints Hohmann

pointment of William Hohmann
 rector of sales promotion and re-
 n for CBS Television Spot Sales
 nounced by Bruce Bryant, vice-
 lent and general manager, CBS
 ision Spot Sales. Appointment
 es effective Jan. 18. Hohmann
 es W. Thomas Dawson, recently
 d vice-president, advertising and
 tion, CBS Radio.

AROUND THE TV CIRCUIT

... with PINKY HERMAN

I T's been several months since "The Andy Williams Show" CBSum-
 mer-replaced "The Garry Moore Show" but along the main apple
 they're still talking about the program. We'll take a wager that when
 nominations are in order for this season's "Emmys" the "Andy Williams
 Show" will be one of those chosen. . . . Tele Features has a worthy fol-
 low-up to its fine "Comedy Carnival" program in a full action-animated
 cartoon, "Courageous Cat & Minute Mouse" synced with modern treat-
 ment. (Jazz, sound effects, etc.) . . . The ninth annual Sylvania TV
 Awards, chairmanned by Deems Taylor, will be announced at a special
 dinner to be held next Thursday at the Plaza Hotel in Gotham. . . . Josh
 Logan's young discovery, Michael Vandever, who'll soon be seen in a
 forthcoming "Twilight Zone" CBSeg, has been signed to make his Broad-
 way debut March 1 when he appears with Jane (Henry's daughter) Fonda
 in "There Was A Little Girl," at the Cort Theatre. . . . Stanley Dudelson
 moves to New York from Chicago to head Screen Gems' new syndica-
 tion sales dept. Prior to joining this outfit two years ago, S.D. gained
 wide experience in distribution and sales as exchange manager in motion
 pictures. . . . No small measure for the success of the recent Cerebral
 Palsy Telethon is due to the fine efforts of emcee Dennis James and Maes-
 tro Tony Cabot (the latter, honored with the music direction for the
 past five years). . . . Imogene Coca will guestar on the "George Gobel
 Show" TVia CBS January 31 for the third time. . . . The ever-increasing
 ratings that the daily WABC-TVvehicle, "Joe Franklin's Memory Lane"
 continues to reveal makes for happy reactions among cinema row and
 tin pan alley. . . . For its fine gesture in making available (non-comm-
 ercial) to all educational TV stations, its new series, "Reading Out Loud,"
 we gladly extend WBCongratulations. The series which will debut over
 the five Westinghouse O & O stations Mon., Jan. 25, will feature winners
 of Nobel and Pulitzer Prizes as well as "Oscar" & "Emmy" winners.
 Richard Pack is exec. prod. of the program which is co-produced by
 WBC in conjunction with the American Library Assn. . . .



After a week in New York, conferring with several authors of numer-
 ous "Mr. Keen, Tracer of Lost Persons," scripts, Phil Clarke has returned
 to Hollywood to prepare the TVversion of the acc radio series. Phil will
 co-produce and will also star in the telefilm series
 which will be sponsored by American Home Prod-
 ucts. . . . Groucho Marx has been signed to portray
 "Ko-Ko" in the Bell Telephone Hour's presentation
 Friday, April 29 of "The Mikado." Martyn Green,
 who was "Ko-Ko" for 25 years in the British D'Oyly
 Carte Opera Co., will stage the production. Inci-
 dentally, the great artist, whose recent unfortunate
 accident revealed Mr. Green possessing as much
 courage as artistic talent, will be honored by the
 Lambs Club, Saturday, Feb. 6 with Edward Mul-
 hare, the emcee. . . . Look sharp at the opening
 scenes of "ABColt .45" Sunday, Jan. 31 and you'll
 glimpse Sandy Koufax in the role of a young soldier vainly defending
 his leader. Sandy, as you know, is the star pitcher of the Los Angeles
 Dodgers. . . . Producer Helen Jean Rogers covered more than 20,000
 miles in Africa to film "The Dark & The Light," a timely study and
 appraisal of the seething and turbulent emotions of the peoples of the
 dark continent. The exciting film, narrated by John Charles Daly, will
 be ABCast Sunday, Jan. 31 (6-1 P.M.). . . . Pat O'Brien will star in his
 first TV series this fall when he will be seen in a new half-hour situation-
 ABComedie program, "Harrigan & Son," created by Cy Howard and
 produced by Desilu Prod. Inc.



Phil Clarke

WABC-TV Will Launch 'Animaland Cartoons'

"Animaland Cartoons," a special
 film program, will be regularly pre-
 sented on WABC-TV on Saturdays,
 11:30-12:00 noon, starting on Jan.
 23, it was announced today by A. L.

Hollander, Jr., program director for
 Channel 7.

The program series will be built
 around WABC-TV's exclusive "Ani-
 maland" featurettes which were pro-
 duced by Bob Tobias in conjunction
 with the WABC-TV Program Depart-
 ment.

NT&T's Plan

(Continued from page 1)

stock to shareholders of record Jan.
 26, 1960, payable Feb. 16, 1960.

"The board of directors' policy,"
 president Gerard Cantor said, "to
 utilize cash for future growth and ex-
 pansion of NT&T will be of long
 range benefit to the company and its
 shareholders. The entertainment in-
 dustry presents great opportunities
 for the company and these will ener-
 getically be pursued."

In reviewing the fiscal year ended
 Sept. 2, Cantor noted that both reve-
 nue and net income of NT&T exceed-
 ed the results for the preceding year.
 Total revenue for 52 weeks ended
 Sept. 29, 1959, amounted to \$66,758,-
 211 compared with \$53,667,765 for
 the 53 weeks ended Sept. 30, 1958.
 Consolidated net income for the 52
 weeks ended Sept. 29 last was \$1,-
 497,117 or 55 cents a share on the
 2,700,806 shares of common stock
 outstanding.

Operations of National Telefilm As-
 sociates, Inc., and subsidiaries arc
 included from April 1, 1959, date of
 acquisition of a majority interest.
 Earnings for the 53 weeks ended Sept.
 30, 1958, were \$1,301,749, equal to
 48 cents a share on 2,699,486 shares
 of common stock then outstanding.

Earnings for past fiscal year include
 gains of \$979,491 from sale of
 KMSP-TV, Minneapolis, and \$270,000
 from dispositions of theatres and real
 estate. These amounts are after de-
 duction of applicable federal income
 taxes.

Points to Gain This Year

Cantor, who became chief executive
 officer Dec. 1, 1959, stated that thea-
 tre earnings for the fiscal year past
 showed definite improvement over the
 preceding year. He attributed this to
 an acceleration of the company's pol-
 icy in weeding out its marginal and
 unprofitable theatres, a policy which
 will be continued, and to an improv-
 ement in box office grosses.

Referring to the fact that NTA op-
 erations are included only from April
 through September, Cantor said that
 during this period the TV market for
 feature films and half-hour series un-
 derwent a drastic change. Independent
 producers and distributors such as
 NTA, he declared, were adversely
 affected by a glut resulting from bulk
 sale of some feature-film libraries to
 TV stations and by a reduced demand
 for independent programs which re-
 sulted from increased pre-emption by
 the networks of broadcasting time of
 their affiliated stations. He said that
 NTA has reorganized its sales opera-
 tions to adjust to these changed con-
 ditions, and has substantially reduced
 its operating costs.

Comic 'Omnibus' to Fox

Twentieth Century-Fox has ac-
 quired distribution rights to an all-
 new omnibus feature, "When Com-
 edy Was King," top-lining 25 of the
 screen's all-time comedy greats. The
 film, to be ready for release next
 month, was produced and written by
 Robert Youngson and narrated by
 Dwight Weist.

TELEVISION'S TOP STARS OF THE YEAR

(Continued from page 1)

consecutive time while "The Perry Como Show" bested "The Dinah Shore Show" in the Best Musical Show category. A surprise was the strong finish for third place made by the "Bell Telephone Hour" which only recently added popular music to its repertoire. Another perennial favorite, Mel Allen, took first honors as Best Sportscaster for the eighth consecutive time while The Year's Most Promising New Stars of Tomorrow proved to be Edd "Kookie," Byrnes ("77 Sunset Strip") and Tuesday Weld ("The Many Loves of Dobie Gillis").

The production team of Goodson-Todman again took all the marbles in the Best Quiz Show (Panel) contest when "I've Got A Secret" moved up from second spot last year to displace "What's My Line?" the latter finishing in the number two slot with "To Tell The Truth" again in the money. Goodson-Todman's "The Price Is Right" won the Best Quiz (Audience-Participation) Show title giving Goodson-Todman four out of a possible six citations in the quiz field.

Repeaters include Garry Moore, who not only was named Best Master of Ceremonies but his "I've Got A Secret" and "The Garry Moore Show" were named in first and in third places in their respective races. Best Announcer again turned out to be Hugh Downs and Hugh's own program, "Concentration" was third to "The Price Is Right" and "You Bet Your Life" in the audience-participation quizzier. Another oft-time winner, "Today," held the Best Daytime Program citation which it also won last year. Mike Nichols and Elaine May, the comedy team that displaced Lucille Ball and Desi Arnaz last year in the Best Comedy Team segment, again wrested top spot from Lucille and Desi.

The networks' scramble for most of the marbles resulted in CBS snaring 14 firsts, NBC winding up with 11 firsts while ABC had to be content with two firsts. The complete list of winners follows:

Best Network Television Program ("Champion of Champions")

1. Playhouse 90 (CBS-TV, *Thursdays, 9.30-11.30 P. M., multiple sponsors & agencies*).
2. Ford Startime (NBC-TV).
3. Another Evening with Fred Astaire (NBC-TV).

Best Television Performer ("Champion of Champions")

1. Fred Astaire (NBC-TV, "Another Evening With Fred Astaire", *Wednesday, November 4, 1959, 9:00-10:00 P. M., Chrysler Corp., Leo Burnett Co., Inc.*).
2. Dinah Shore (NBC-TV).
3. Jack Benny (CBS-TV).

Most Promising New Male Star of Tomorrow

1. Edd "Kookie" Byrnes (ABC-TV, *Fridays, 9:00-10:00 P. M., multiple sponsors & agencies*).



PLAYHOUSE 90, Best Network Program (Champion of Champions). Shown is "For Whom the Bell Tolls."



MEL ALLEN



JAMES ARNESS



JACK BENNY



EDD BYRNES



LUCILLE BALL



RAYMOND BURR



PERRY COMO



BILL CULLEN



HUGH DOWNS

2. Nick Adams (ABC-TV).
3. Bobby Darin (All Networks).

Most Promising New Female Star of Tomorrow

1. Tuesday Weld (CBS-TV, *Tuesdays, 8:30-9:00 P. M., Philip Morris, Inc., Pillsbury Mills, Inc., Leo Burnett Co., Inc.*).
2. Connie Stevens (All Networks).
3. Luciana Paluzzi (NBC-TV).

TV Show Making Most Effective Use of Color

1. The Dinah Shore Chevy Show (NBC-TV, *Sundays, 9:00-10:00 P. M., Chevrolet Motor Div., General Motors Corp., Campbell-Ewald Co., Inc.*).
2. The Perry Como Show (NBC-TV).
3. The Moon and Sixpence—NBC Special.

Best Comedian

1. Jack Benny (CBS-TV, *alternating Sundays, 10:00-10:30 P. M., Lever Brothers Co., J. Walter Thompson Co.*).
2. Red Skelton (CBS-TV).
3. Boke Hope (NBC-TV).

Best Comedienne

1. Lucille Ball (CBS-TV, *Monday Fridays, 9:00-10:00 P. M., Wainhouse Electric Corp., McCa Erickson, Inc.*).
2. Carol Burnett (CBS-TV).
3. Ann Sothern (CBS-TV).

Best Comedy Team

1. Mike Nichols & Elaine May (All Networks).
2. Lucille Ball & Desi Arnaz (CBS-TV).

Best Comedy Show

1. Jack Benny Program (CBS-TV, *alternating Sundays, 10:00-10:30 P. M., Lever Brothers Co., Walter Thompson Co.*).
2. Red Skelton Show (CBS-TV).
3. Steve Allen Show (NBC-TV).

Best Dramatic Program (1 Hour or More)

1. Playhouse 90 (CBS-TV, *Thursdays, 9:30-11:00 P. M., multiple sponsors & agencies*).
2. DuPont Show of the Month (CBS-TV).
3. Hallmark Hall of Fame (NBC-TV).

Best Dramatic Program (1/2 Hour)

1. General Electric Theatre (CBS-TV, *Sundays, 9:00-9:30 P. M., General Electric Co., Batten, Banton, Durstine & Osborn Inc.*).
2. The Loretta Young Show (NBC-TV).
3. Twilight Zone (CBS-TV).

Best Variety Program

1. The Ed Sullivan Show (CBS-TV, *Sundays, 8:00-9:00 P. M., Crown-Point-Palmolive Co., Ted Bates Co., Inc., Eastman Kodak Co., Walter Thompson Co.*).
2. The Steve Allen Show (NBC-TV).
3. The Garry Moore Show (CBS-TV).

Most Unique New Program

1. Twilight Zone (CBS-TV, *Fridays, 10:00-10:30 P. M., General Foods Corp., Young & Rubicam Inc., Kimberly-Clark Corp., Food Cone & Belding*).
2. The Untouchables (ABC-TV).
3. Sunday Showcase (NBC-TV).

Best Western Series

1. Gunsmoke (CBS-TV, *Saturday, 10:00-10:30 P. M., Liggett Myers Tobacco Co., Dancer-Fitzgerald-Sample Inc., Remington-Rand, Inc., Young & Rubicam Inc.*).
2. Maverick (ABC-TV).
3. Wagon Train (NBC-TV).

(Continued on page 15)

WINNERS OF THE DAILY-FAME TV POLL

Continued from page 14

Mystery Program

Perry Mason (CBS-TV, Saturdays, 7:30-8:30 P. M., multiple sponsors & agencies).
Hitchcock Presents (CBS-TV).
Sunset Strip (ABC-TV).

Vocalist (Male)

Perry Como (NBC-TV, Wednesdays, 9:00-10:00 P. M., Kraft, J. Walter Thompson Co.).
Frank Sinatra (ABC-TV).
Aly Williams (CBS-TV).

Vocalist (Female)

Dinah Shore (NBC-TV, Sundays, 9:00-10:00 P. M., Cherro Motor Dir., General Motors Co., Campbell-Ewald Co., Inc.).
E. Fitzgerald (All Networks).
Peggy Lee (All Networks).

Musical Show (Popular)

Perry Como Show (NBC-TV, Wednesdays, 9:00-10:00 P. M., Kraft, J. Walter Thompson Co.).
Dinah Shore Chevy Show (ABC-TV).
Telephone Hour (NBC-TV).

Musical Show (Country Music)

Pile U. S. A. (ABC-TV, Saturdays, 10:00-11:00 P. M., multiple sponsors & agencies).
Nessee Ernie Ford Show (ABC-TV).
Western Hayride (NBC-TV).

Quiz Show

Audience Participation

Price Is Right (NBC-TV, Wednesdays, 8:30-9:00 P. M., J. P. Del, Norman-Craig & Kumin, Lever Brothers Co., Ogilvy, Mason & Mather).
Gucho Marx—You Bet Your Life (NBC-TV).
Concentration (NBC-TV).

Quiz Show (Panel)

Got A Secret (CBS-TV, Wednesdays, 9:30-10:00 P. M., Reynolds Tobacco Co., Wm. Co., Inc.-Bristol-Myers Co., Derty, Clifford, Steers & Shenu, Inc.).
What's My Line? (CBS-TV).
Tell The Truth (CBS-TV).

Master of Ceremonies

Ed Sullivan (CBS-TV, multiple sponsors & agencies).
Ed Sullivan (CBS-TV).
Jack Paar (NBC-TV).

Announcer

Howdy Doody (NBC-TV, multiple sponsors & agencies).
Howard Kirby (CBS-TV).

News Commentator

Chet Huntley (NBC-TV, Monday-Friday, 6:45-7:00 P. M. & Sunday, 5:00-6:00 P. M., multiple sponsors & agencies).



RED FOLEY



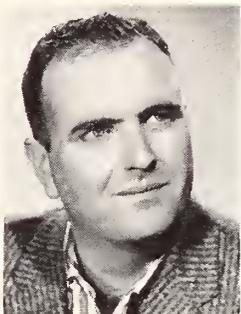
MARK GOODSON, WILLIAM TODMAN



DAVE GARROWAY



CHET HUNTLEY



BOB KEESHAN



GARRY MOORE



RONALD REAGAN



MIKE NICHOLS, ELAINE MAY



ROD SERLING



DINAH SHORE



ED SULLIVAN



TUESDAY WELD

- 2. David Brinkley (NBC-TV).
- 3. Douglas Edwards (CBS-TV).

Best Sportscaster

- 1. Mel Allen (NBC-TV).
- 2. Lindsey Nelson (All Networks).
- 3. Dizzy Dean (All Networks).

Best Daytime Program

- 1. Today (NBC-TV, Monday-Friday, 7:00-9:00 A. M., multiple sponsors & agencies).
- 2. Art Linkletter's House Party (CBS-TV).
- 3. Woman! (CBS-TV).

Best Children's Program

- 1. Captain Kangaroo (CBS-TV, Monday-Friday, 8:15-9:00 A. M. & Saturday, 8:00-9:00 A. M., multiple sponsors & agencies).
- 2. Walt Disney Presents (ABC-TV).
- 3. Huckleberry Hound (Networks & Ind.).

Best Commercial

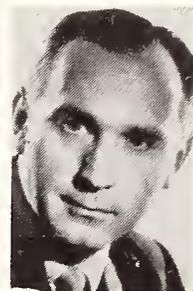
- 1. Piel's Beer (Bert & Harry)
- 2. Ford
- 3. Falstaff Beer

NBC and Y & R Voted Best Press Services

Television editors, critics and columnists voting in the 11th annual TELEVISION TODAY poll for *Fame* were asked to name their preferences for the men and departments who service the industry with news and publicity. The National Broadcasting System's publicity service, headed last year by Syd Eiges, was the winner in the network publicity group, followed by



Syd Eiges



Harry Rauch

CBS and ABC. Eiges has since been appointed vice-president in charge of public information for NBC.

Harry Rauch, vice-president and manager of the TV publicity department of Young & Rubicam, for the 11th consecutive year was named the proprietor of the best advertising agency publicity service. In second and third place were the services of the J. Walter Thompson Co. and Batten, Barton, Durstine and Osborn, who held the same positions last year.

The firm of Rogers & Cowan led the best independent publicity service category followed by Communications Counselors, Inc., and David O. Alber.

Best Network Publicity Service

- 1. NBC
- 2. CBS
- 3. ABC

Best Advertising Agency Publicity Service

- 1. Young & Rubicam
- 2. J. Walter Thompson Co.
- 3. Batten, Barton, Durstine & Osborn

Best Independent Publicity Service

- 1. Rogers & Cowan
- 2. Communications Counselors, Inc.
- 3. David O. Alber

Religious Series Set

HOLLYWOOD, Jan. 14. — Peter Levathes, president of 20th Century-Fox Television, has signed Eugene Vale, novelist and playwright, to create and develop a new dramatic series with a highly religious theme.

The setting of the new series will be contemporary. It will have a continuing lead character and is "designed to meet the increasing demand of audiences for spiritual subjects," according to Levathes.

Dinner for Pickus Aids Rogers Fund

Special to THE DAILY

ORANGE, Conn., Jan. 14. — Exhibition and distribution executives from the Atlantic seaboard—some 150 in number—tonight attended a testimonial dinner honoring Albert M. Pickus, president of Theatre Owners of America, at the Racebrook Country Club here.

An unspecified amount of money was earmarked for one of Pickus' pet charitable activities, the Will Rogers Memorial Hospital.

The speakers roster, representing as distinguished a delegation of industry executives as has been heard in many years, cited the guest of honor's outstanding achievements in both civic and industry affairs.

Communion Breakfast

(Continued from page 1)

New York Journal American, and the Very Rev. Msgr. Timothy J. Flynn, director of the Bureau of Information of the New York archdiocese. Dais guests will include motion picture, television and radio stars.

Tickets for the breakfast are available through members of the sponsoring committee in each of the major companies and divisions of the industry. Committee members are:

John W. Alieoate, Joseph F. Arnold, Sal Asaro, Marguerite M. Bourdette, Francis X. Carroll, John Confort, Jr., Thomas Crehan, John Cusack, John Dervin, Jack de Wall, Joseph Dougherty, Albert A. Duryea, Kitty Flynn, June Foster, James M. Franey, Joseph M. Geoghan, Agnes Mengel Grew, William J. Heineman, Walter F. J. Higgins.

Alexander E. Horwath, John Hughes, Ralph Iannuzzi, James David Ivers, James J. Jordan, John Kane, Joseph Korsak, Mrs. James F. Loomam, Fred L. Lynch, Joseph McMahon, Paul C. Mooney, Frank Mooney, Peter J. Mooney, James A. Mulvey, John F. Murphy, L. Douglas Netter, Jr., Paul D. O'Brian, Robert H. O'Brien, John J. O'Connor.

Thomas F. O'Connor, Daniel T. O'Shea, Martin Quigley Martin Quigley, Jr., Edward C. Rafferty, Charles M. Reagan, Thomas E. Rodgers, George J. Schaefer, Lyda Sergent, Gerald Shea, Spyros S. Skouras, Edward E. Sullivan, Nick Tronolone, Richard F. Walsh, Floyd Weber, Richard Winter, Pat Winkler, Marty Wolf, Very Reverend Monsignor Thomas F. Little, Spiritual Director.

Coast Communion Set For February 7

LOS ANGELES, Jan. 14. — The motion picture industry's ninth annual Communion for Catholics in the motion picture and television industry in the Los Angeles area has been announced for 9 A.M. Sunday morning, February 7, at Blessed Sacrament Church on Sunset Boulevard. His

'U' to Expand Pre-Selling

(Continued from page 1)

premieres and into their key city first-run and subsequent run engagements.

This accelerated national pre-selling will be augmented by an intensification of "depth selling" which Gerard described as following a picture aggressively from premiere to play-off.

The record grossing experience in the multiple breaks and subsequent play-offs on "Imitation of Life" and "Pillow Talk" affirms that the success and long runs in key city first run engagements only help to build the potential for this kind of product when aggressively sold through local advertising and promotion with each successive wave of release, Gerard said. This "depth selling" has had the full participation of U-I's exhibitor customers who have contributed importantly to these highly effective campaigns which resulted in record results not only in the opening engagements but in the down-the-line play-offs, he added.

Big Drive for 'Petticoat'

"Operation Petticoat" will be given the same all-out campaign support on its multiple breaks and subsequent play-offs as it received in the launching of its current record breaking engagements across the country.

Gerard outlined the campaign underway on "The Snow Queen," U-I's Easter release. Launched with invitational Thanksgiving theatre party previews in New York and Christmas party previews in 25 key markets around the country for thousands of members of the press, radio, TV and exhibitors and their children, "The Snow Queen" is now being exposed to an extensive product and merchandise tie-up campaign designed to have its full impact at the local theatre level for Eastern and the subsequent

Eminence, James Francis Cardinal McIntyre, will celebrate a special Mass to be followed by breakfast and entertainment at the Hollywood Palladium.

The breakfast program, which will include the top talent in the world of entertainment, is being arranged under the direction of M. J. E. McCarthy, chairman. Previous gatherings have been entertained by such talent as Danny Thomas, Irene Dunne, Rosalind Russell, Loretta Young, Pat O'Brien and Ann Blyth.

While every major studio and TV film production office has a ticket committee-man among its own personnel, Frank Cleary at OR 8-2674, Ext. 354, and Ed Urschel at RE 1-4181 are available to everyone seeking information.

Committee representatives in the various studios are as follows: Annette Thornton, U-I; Isabel Keenan, Col.; Fred Lehne, Paramount; Joe Reddy, Disney; Matt Gilligan, Warner Bros.; Frank Sylos, Sam Goldwyn's; Mary Muser, 20th Century; Bert Glazer, M-G-M; Sam Aquila, Technicolor; Phil Loranger, Four-Star; Maurice Cantlon, Desilu; Isabel Hijos, Consolidated and Jack Rush, Ziv-TV.

breaks in late Spring and Summer.

Highlighted by a \$1,000,000 premium promotion with Cocoa Marsh, popular product for children featured nationally which will provide "The Snow Queen" with a \$500,000 TV sell as well as display in over 5,000 supermarkets, the point-of-sale product promotion will also feature records, books, coloring books, shoes, dolls, dresses, jewelry and other mass consumer items.

Stresses Local Level Selling

In commenting on the department's promotion and publicity objectives on this campaign, which will be backed importantly by national advertising, Gerard stated every tie-up and every activity is designed to sell tickets at the local level. "Our plans and our efforts must be creatively conceived with both feet on the ground and both eyes on the box office. Will it sell tickets is still the measure of effective publicity and promotion," he noted.

"This type of selling," Gerard said, "will be part of the promotional activities on U-I's forthcoming releases with the Albert Zugsmith production of 'The Private Lives of Adam and Eve' already much discussed and widely publicized as a result of intensive campaign throughout production set to be launched shortly on an ambitious scale sparked by a tour of Satan's Seven Sinners."

Other Pictures Considered

Also reviewed by the company's advertising and publicity executives including Jeff Livingston, Herman Kass, Paul Kamey, Jerry Evans and Charles Schlaifer, head of the Schlaifer Advertising Agency, who participated in all-day promotion sessions, were campaigns on "Othello," "Too Soon to Love," "The Cossacks," "Head of a Tyrant," "The Leech Woman" and "Brides of Dracula."

In a special message to the meetings, Lipton stated: "In my opinion, our policy of consistent, vigorous pre-selling, followed up with substantial local theatre opening campaigns, proved most effective in the marketing of our product. We propose in 1960 to pursue this proven policy of dynamic selling with the determination to achieve the maximum gross potential of every picture on our schedule.

"Never before in Universal history have we faced the future with so many outstanding top-star, blockbuster productions in prospect. I am confident that we will meet the challenge and obtain the utmost results from these pictures just as surely as we did in 1959."

'Porgy' in Caracas

Samuel Goldwyn's "Porgy and Bess" will premiere its Todd-AO roadshow engagement in Caracas, Venezuela, on May 18, it has been announced by Columbia Pictures International. At that time, the film will have opened its European engagements in Munich, Berlin and Stuttgart.

Mayer Urges Imports Classify Films in Ads

Arthur L. Mayer, long promoter of the importing and distribution of eign films in the U. S., yesterday urged organizations and individuals offering product from abroad to institute classification-in-advertising suggested that they identify in printed publicity the nature of picture by a label, "for adults" or "not for children."

Presents Award to Frankel

Mayer's views were expressed in an address during which he presented to Daniel Frankel, president of Zentropa International Films, the Joseph Burstyn Award for the best foreign film of 1959, honoring that company's "400 Blows."

In urging classification-in-advertising, Mayer emphasized the fact that there is an overt effort being made at the present time to hold film importers responsible in a measure for the current wave of film censorship bills being hoped for in many parts of the country.

In rebuttal, Mayer said that themes, perversion and homosexuality are found in domestic films in an increasing measure.

Burstyn 'Would Be Shocked'

The late Joseph Burstyn, for whom the Burstyn Award was named, Mayer, "would be shocked and ignorant" at many of the films produced in the U. S. today. He congratulated the large group of importers and distributors present for the quality of product being offered by them at the time.

Presentation was made to Frankel at a cocktail party held in the Atrium of the House here last evening.

TOA and SPG Liaison Units Will Meet Mar 15

From THE DAILY Bureau

HOLLYWOOD, Jan. 14.—The liaison committee of the Screen Producers Guild and Theatre Owners of America will meet in Hollywood March 15. Walter M. Mirisch, president of the Screen Producers Guild, has advised Albert M. Pickus, president of TOA, agreeing on that date. The agenda will be prepared by the joint groups, SPG through its first vice-president, Julian Stein.

Blaustein's Idea

Blaustein initiated the idea of a conference as a means of promoting better understanding between exhibitors and film makers. Problems of both producers and exhibitors will be aired at the meeting and plans will be discussed for implementation of what action finally will be taken.

The SPG committee headed by Blaustein will include Arthur Lipton, Jerry Wald, Frank P. Rosenberger, Jerry Bresler, Si Fabian, Stanley Kramer, president of the committee. Others include Sid Markley, AB-PT vice-president; George Leve, Fox West Coast president; George C. Kerasotes, president of Kerasotes Theatres and Pickus.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point



87, NO. 11

NEW YORK, U.S.A., MONDAY, JANUARY 18, 1960

TEN CENTS

Sales Meets End

Univ. to Hold New Prestige, Rackmil Says

Continue Handling All Firms on Individual Basis

The renewed vitality and prestige inspired by Universal Pictures in the just ended through its new production policy will be aggressively pursued in 1960 and Milton Rackmil, president, said the company will handle its weekly sales executive conferences here.



Milton Rackmil

Each of the projects scheduled for 1960 production will be carefully (Continued on page 3)

New's Theatres First Quarter Net \$369,400

Net income of \$369,400, equal to 20 cents per share, was earned by the company's Theatres in the first quarter, ended Nov. 26, 1959, Eugene Pieker, president, announced at the weekend. He said the company did not have independent existence until last year. There are no figures for the comparable period of preceding year. The result for the first quarter of the current fiscal year was after paying for income taxes of \$470,000, depreciation of \$633,000. Gross revenues for the period amounted to \$9,265,000.

TELEVISION TODAY—page 6

TOA Optimistic for Strike Settlement; Warns of Product Cut in Case It Comes

A promised increase in the number of pictures to be released from Hollywood in 1960 hinges to great degree on negotiations by the film companies with the guilds and unions on new contracts, members of Theatre Owners of America are told in the organization's current Bulletin, released here at the weekend.

Australians Facing Up To Threat of Television

By SAUL OSTROVE

Australian exhibitors this decade will be facing three major alternatives in their fight to survive in the face of television's enormous growth. Down Under, Brian F. O'Halloran, general manager of Australia's O'Halloran (Continued on page 6)

Suspension of Skiatron Extended; Carlin Heard

By E. H. KAHN

WASHINGTON, Jan. 17. — The Securities and Exchange Commission has continued the suspension in all trading of Skiatron Electronics and Television, Inc., stock for the period of Jan. 17 to Jan. 26, inclusive.

In the continuing hearings before (Continued on page 6)

Stepped-Up Publicity New Fox Policy: Adler

By SAMUEL D. BERNS

HOLLYWOOD, Jan. 17.—A new policy to expedite selling of 20th Century-Fox product, which calls for augmenting the publicity staff and increasing that department's budget, was announced by Buddy Adler, production chief at the studio. The first (Continued on page 2)

Ask TOA Members Push Minimum Wage Fight

Members of Theatre Owners of America are urged to write their senators asking them to work for theatre exemption from the minimum wage bill in the current TOA Bulletin. Senate Bill 1046 in its current state covers (Continued on page 6)

Writers Walk Out

Crucial Studio Negotiations Set to Start

Company Heads, Johnston On Coast for SAG Talks

From THE DAILY Bureau

HOLLYWOOD, Jan. 17.—Negotiating meetings which are expected to determine whether major studios here will continue in operation after Feb. 1 are scheduled to get under way today between the Association of Motion Picture Producers and the Screen Actors Guild.

Sitting in at the meetings will be presidents of most of the top companies, among them Barney Balaban of Paramount; Steve Brody, Allied Artists; Abe Schneider, Columbia; Spyros Skouras, 20th Century-Fox; (Continued on page 6)

Four-City Premiere Set For Fox's 'Bismarck'

Twentieth Century-Fox's "Sink The Bismarck" will have a simultaneous premiere on Feb. 11 in four cities more than 3,000 miles apart. To be attended by many of the most celebrated figures in international circles, the premieres will take place in London, Washington, D.C., Toronto and New York, at the same time.

The London event will bring Prince (Continued on page 2)

Family Films on Rise; Were Doubled in 1959

Out of 224 pictures released last year some 25, or 11 per cent, were rated as suitable for family audiences by the Motion Picture Association's Film Estimate Board of National Organizations (Green Sheet). The tally was made by Theatre Owners of America and reported in its current Bulletin, which notes that the number of family films in 1959 was almost double that of 1958, when only 18 out of 299 were so rated.

TOA offers the information as "an interesting answer to the critics who wail about the need for film censorship."

Out of the 25 family films for 1959 TOA observers that only one, "Shaggy Dog," was a "smash success." The Bulletin adds, "You will recognize in the list many fine quality pictures that lagged badly at the box office."

Kennedy Elected to Technicolor Posts

Election of Reeves L. Kennedy as treasurer of Technicolor, Inc., and its subsidiaries, and as secretary-treasurer of Technicolor Corp. was announced at the weekend.



Reeves Kennedy

He will assume these posts effective Feb. 20, succeeding David S. Shut-tuck who last week announced his retirement. Kennedy joined the Technicolor organization in 1944, after having served with the office of Production Management, War Production Board and, prior to that, with (Continued on page 6)

Pathé

CALL PATHE NOW FOR EVERY
FILM NEED: B&W OR COLOR
LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Speed, Quality and Service at Low Cost.
Specializing in 35mm Color Developing,
Dailies, 16mm Color Prints, Precision
Opticals and Title Stand Work.

Lifelike
color in
every scene



PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, and **JEROME M. EVANS**, Eastern promotion manager, left New York over the weekend for Hollywood.

JACK KARP, Paramount vice-president in charge of production; **RUSSELL HOLMAN**, Eastern production manager, and **JEROME PICKMAN**, vice-president, will arrive in Paris today from London.

MOSES LEBOVITZ, president of Independent Theatres, Inc., Chattanooga, will arrive in New York today from Tennessee.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY** and **AL SICIGNANO**, his assistants, will leave here today for Detroit.

E. C. DEBERRY, assistant to **HUGH OWEN**, Paramount vice-president, has left New York for Cincinnati and Washington.

LEONARD ANDERSON, president of Leonard Anderson Associates, producers of theatrical and TV films, has returned to New York from the West Coast.

DICK WINTERS, 20th Century-Fox publicity executive, will leave here today for Washington.

ELIA KAZAN, producer-director of 20th Century - Fox's forthcoming "Wild River," has arrived in New York from Cleveland, Tenn., where he filmed the picture.

MILTON GOLDSTEIN, international sales coordinator of Cecil B. DeMille's "The Ten Commandments" for Paramount, will leave here at the weekend for London and Paris.

'Bismarck'

(Continued from page 1)

Philip, Royal Consort, under whose auspices the premiere is being held, to the Carleton Theatre, along with a host of top British Naval officials, including Lord Mountbatten, and Lord Brabourne, producer of "Bismarck." Speculation in London is that Sir Winston Churchill, who gave the famous order to "Sink the Bismarck," will attend.

The Washington premiere will be attended by the British ambassador to the U.S., Sir Harold Caccia and his mission, with naval leaders of both countries.

In New York, the gala affair will be held at the Paramount Theatre, with bands and representatives of the British Fleet forming an honor guard for arriving celebrities.

In Toronto, similar festivities will take place simultaneously as detachments of the Royal Mounted Police, and The Queen's Own Guards from the provinces march in tribute to the Royal event.

Name Five Judges for Goldwyn Writing Contest

From THE DAILY Bureau

LOS ANGELES, Jan. 17.—Five distinguished men of the theatre and university world will serve as judges in the sixth annual Samuel Goldwyn Creative Writing Awards Competition at UCLA, it was announced by Dr. George M. Savage, of the UCLA Theatre Arts Department.

The quintet of judges for 1960 include Charles Brackett, former president of the Motion Picture Academy of Arts & Sciences and motion picture producer-director; Ken Englund, president of the Screen Writers Guild of America, West; Richard Nash, Broadway and Hollywood playwright; Dr. Samuel Selden, chairman of the UCLA Theatre Arts Department, and Dr. James Phillips, chairman of the UCLA English department.

McWilliams Renamed on 'Oscar' Coordination

Harry K. McWilliams has been named promotion and publicity coordinator for the 1960 Academy Awards, it was announced by Si Seadler, chairman of the MPAA advertising and publicity directors committee. This is the second year McWilliams has been chosen to guide the industry's annual public relations simulcast.

McWilliams has served Metro-Goldwyn-Mayer since the last Academy program. He joined Oscar A. Doob in a special "Ben-Hur" publicity and promotion unit and also organized and directed the "group selling" and "youth performance" campaigns for "Ben-Hur." McWilliams left M-G-M Friday and joins the MPAA today.

What's a Gazebo? Ask the Pigeon

What's a Gazebo? Ask Walter Pigeon, here now on behalf of "More Publicity For Pigeons Week."

That was a big question Friday when Herman, the pigeon-actor of Metro-Goldwyn-Mayer's "The Gazebo" consented to fly from the editor's office window at MOTION PICTURE DAILY to his own "Gazebo" on upper First Ave., wearing in the message capsule on his leg the editor's answer to the question.

Relatives Winged Eastward

Waiting in the First Ave. "gazebo" was a man who telephoned the answer back to the sender via the Pigeon Air Transportation Service. Other cousins of Herman winged toward New York over the weekend from such Loew's Theatre towns as Canton, Cleveland, Dayton, Columbus, Norfolk, Washington and Richmond. Thirteen other cities within a 500-mile radius of New York will participate in similar "Gazebo" stunts this week, and all pigeons will bear messages from newspaper or radio personalities.

To Launch 'Hill' Pre-Sell In Frisco Wednesday

Special to THE DAILY

SAN FRANCISCO, Jan. 17.—MGM will launch its pre-selling campaign on "Home from the Hill" here Wednesday with a screening and discussion to be attended by leading exhibitors. The plan, worked out by Sol C. Siegel, MGM studio head, and Jack Byrne, sales manager, will get underway at the Nob Hill Theatre here where the film will be shown, followed by a luncheon to be attended by director Vincente Minnelli and three stars of the picture.

Also participating at the kickoff meeting will be Herman Ripps, Western Division sales manager; Sam Gardner, San Francisco exchange head; Clark Ramsay, Emily Torchia, Jack Atlas of the studio, and Al Cohan of the New York office.

This will be followed by similar previews in other key cities during February, prior to release of the film in selected situations, including Radio City Music Hall, in March.

Plans London Shooting

HOLLYWOOD, Jan. 17.—Producer Herman Cohen has announced he will shoot his new film, "Conga," at the Merton Park Studios in London with production starting March 2. "Conga" is an original story and screenplay by Cohen and Aben Kandel, and will be produced in CinemaScope and color. American-International Pictures will release.

New Fox Poli

(Continued from page 1)

step in this direction, Adler states the formation of a special staff of men whose efforts on behalf of pictures will be in addition to that exerted by other publicists, advertisers and exploiters.

Teet Carle and Cliff Lewis, vice film publicists, have already joined the department as first of these expected to take over individual pictures during the day the property is purchased and continuing through playdates at the nation's theatres.

"Our policy is to spare no expense in making the public aware of pictures," Adler says. "We believe that continuous concentration on separate picture from start to finish will create 'want to see' as well as 'know about' on every picture make. To achieve that end, we expect to announce addition of other top in next few weeks.

Warns Against 'False Economy'

"Even though this is a time when there is constant concern about the economy, I believe it is false economy to retrench. Hence, we are going to continue to invest in advertising instead of retreating."

Adler pointed out that one of the aims of the new studio system is to maintain a high degree of activity during the gap which occurs between the finish of production and opening of pictures in theatres.

Asserting that competition is coming keener in the struggle to capture the leisure time of the public, Adler says that the entertainment world must expend more energy, and money to keep pace with the hobbies, sports, books and even television home living.

'Can't Do It by Sitting Back'

"Since pictures cost more to produce, we have to gross more at the box office to get back the proper return, with which to maintain the flow of product which is so vital to the life of theatres," he said, adding, "You can't do that by sitting back waiting for ticket-buyers to discover your picture for themselves. You have to take your product to them. The public has the money and will spend it during its leisure time, but it will buy products it knows about. We must tend to keep increasing the awareness of every picture we turn out. There will be a desire for the commodity long before there is an opportunity to see it."

Hudson Film Slated

HOLLYWOOD, Jan. 17. — Hudson and Gina Lollobrigida have been set to star in "Come September" to be filmed by The Seven Pictures Corporation in association with I. Walsh Enterprises, Inc. The new picture which Universal will release, will be Hudson's first independent venture.

decades of distinguished service...
SPECIAL TRAILERS
by national screen service

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. J. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Boulevard 7000, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. A Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies 25c.

Regional Meetings Start Wednesday

With the conclusion on Friday of Universal Pictures' week-long sales executives conference here, Henry H. Martin, vice-president and general sales manager, announced a series of four regional sales meetings to start in Philadelphia on Wednesday, to be followed by meetings in Los Angeles, Chicago and Kansas

City on the Philadelphia meeting, which will be held at the Warwick House, and be presided over by Joseph B. Nease, regional sales manager, aided by J. A. McCarthy, assistant general manager. Branch managers and salesmen from New York, Philadelphia, Boston, and Washington will participate. Herman Kass, executive in charge of national exploitation, will outline promotional plans at these meetings.

The second series of regional sales meetings will get underway at the Ambassador Hotel in Los Angeles next day, Jan. 25, with regional sales manager Barney Rose conducting the meetings and aided by Martin. Participants will include branch managers and salesmen from Los Angeles, San Francisco, Denver, Portland, Salt Lake City and Seattle. Philip Gerard, general advertising and publicity director will outline promotional plans.

Third Series Opens Jan. 27

The third series of meetings will get underway at Executive House in Chicago on Tuesday, Jan. 27, with general sales manager P. F. Rosian conducting assisted by McCarthy and branch managers and salesmen from Chicago, Atlanta, Detroit, Dallas, Charlotte, Cincinnati, Cleveland, Indianapolis, Jacksonville, Milwaukee and Pittsburgh participating. Katz, Midwest field advertising publicity representative will outline promotional plans.

The fourth and final in the series of meetings will get underway at the Hotel Muehlbach on Jan. 27 in Kansas City with regional sales manager J. Wilkinson conducting the meetings, aided by Martin. Participants will include managers from Dallas, Minneapolis, St. Louis, Des Moines, Oklahoma City, Memphis, New Orleans, and Tulsa. Kass will outline promotional plans.

Florida Radio Outlets Carry 'Tyler' Debut

Special to THE DAILY

SARASOTA, Fla., Jan. 17.—More than 40 Florida radio stations will participate in a statewide broadcast of the debut premiere of Walt Disney's "Toby Tyler" here Friday. The broadcast will originate from the lobby of Florida Theatre from 7:30 to 8:00 EST, and will be taped for use on a later date.

The debut in the ceremony will be presided over by LeRoy Collins, Mayor Frank R. King of Sarasota and members of the cast of "Toby Tyler." Ray Starr, Florida States Theatres' radio and television department will direct the broadcast.

Rackmil Tells '60-'61 Plans

(Continued from page 1)

planned, impressively cast and importantly produced," Rackmil said. "The distribution and merchandising of these productions will be handled on an individual basis so that each picture's potential is fully realized."

"Universal's success story of the past year, following the drastic realignment of our production policy and the strengthening of our distribution and marketing forces all over the world, is a dramatic confirmation to all sections of our business, that the motion picture has entered a new and vigorous era which promises great returns for those who provide the kind of important entertainment that can reach out and attract all sections of the great and growing mass movie-going audience," he declared.

Variety of Properties Planned

Films of today and tomorrow "have to be designed as real attractions," he pointed out, "and have to afford the quality and scope of entertainment that that motion picture theatre screens can alone provide. Universal has this as its underlying production objective and will place before the cameras a variety of important prop-

erties to be produced by the industry's great film makers and starring today's biggest box office personalities.

"We look ahead to the year 1960 as another great year for Universal marked by the release of 'Spartacus', destined to be one of the industry's all-time greats. During the year we will see a number of important productions underway, headed by 'Portrait in Black' currently in production, and to be followed by 'The Day of the Gun', 'Midnight Lace', 'Back Street', 'The Grass Is Greener' and 'The Ugly American'."

Many Others in Work

Also in preparation and scheduled for production are "The Great Imposter," "Romanoff and Juliet," "The Spiral Road," "The Secret Ways," "The Man Who Would Be King," a third Cary Grant picture, "A Gathering of Eagles," "The S.O.B.s," a production based on the life of Freud, "Tammy Tell Me True," "Confidential Report on Collins College," "The Sixth Man," "The Winged Horse," "Elephant Hill" and "Peter and Catherine."

Launch 'Fugitive Kind' National Drive Today

United Artists is launching the first phase of its national exploitation campaign for Tennessee Williams' "The Fugitive Kind" with Jack Goldstein, special field representative, embarking on a 19-city coast-to-coast tour starting today in Pittsburgh, it was announced by Fred Goldberg, UA national director of advertising, publicity and exploitation.

Goldberg said the major markets of this initial penetration include Pittsburgh, Philadelphia, Boston, New York, Minneapolis, St. Paul, Chicago, Cleveland, Detroit, Toronto, Washington, Atlanta, New Orleans, Dallas, Houston, Los Angeles, San Francisco, Denver and St. Louis.

The advance exploitation is placing particular emphasis on special art and feature publicity materials focussing on "The Fugitive Kind's" three Academy Award winning stars—Marlon Brando, Anna Magnani and Joanne Woodward. Primary targets are Sunday supplements and roto sections and leading newspapers.

In each city, the local campaigns will be coordinated and implemented by UA regional supervisors and field representatives under the company's newly-instituted expansion program to effect closer liaison with the home office and to fulfill the promotional needs of local exhibitors.

Correction

Through a typographical error consolidated net income of Loew's, Inc., for the fiscal quarter ended Nov. 20, 1958, was incorrectly stated in MOTION PICTURE DAILY on Friday. The correct figure is \$1,952,000. This compares with \$1,852,000 for the quarter ended Nov. 26, 1959.

New York Bookers Hold Installation Tonite

Katherine F. "Kitty" Flynn, veteran booker for Paramount Pictures, will be guest of honor tonight when the Motion Picture Bookers Club of New York holds its annual installation dinner at Tavern-on-the-Green here. It will be the first time in the club's 21-year history one of its own members was selected to be guest of honor.

More than 300 persons are expected to gather to watch the installation of the following officers: Jack Birnbaum, president; Peter Sage and Gerald Frankel, vice-presidents; Ben Levine, treasurer; Frank Patterson, financial secretary; Lester Schoenfeld, sergeant-at-arms, and Lee Kaye, Martin Perlberg, Oscar Lager, Harry Margolis, Sidney Klein, Edward Richter, Jerry Horowitz and Etta Segall, trustees.

Si Fabian will be toastmaster and other industry leaders present will be Harry Brandt, Sam Rinzler, Hugh Owen, Walter Reade, Jr., Emanuel Frisch, Jack Byrne and Eugene Picker.

Patrick, Stark Merge

HOLLYWOOD, Jan. 17. — John Patrick, writer, and Ray Stark, producer, have formed a new company here for the production of at least four major films. Each will contribute at least two properties in launching the organization.

Moss Promotes Slater

Nat Slater, manager of the B. S. Moss Forum Theatre here, has been promoted to the post of metropolitan supervisor of the circuit. He will continue to make his headquarters at the Forum Theatre.

TENT TALK

Variety Club News

BUFFALO—George W. Eby, Variety Clubs International chief barker; George Hoover, international executive director; Edward Emanuel, first assistant international chief barker, and William Koster, international representative, were in Buffalo last week for the Variety International regional meeting at the Statler Hilton Hotel.

NEW ORLEANS — Irwin Poche, former exhibitor and now promotion director of the New Orleans Athletic Club, has been elected chief barker of Tent No. 45. Also elected were: Eugene Calongne and Harry Batt, assistants; Carl Mabry, dough guy, and W. A. Hodges, property master. At a special meeting it was decided to conduct a membership drive in February with the object of bringing the roster up to 400.

MINNEAPOLIS—Board members of Tent No. 12 will be presented the Regents Award of the University of Minnesota at a dinner to be held Feb. 19 on the university campus. The club will be honored for its special project, the Heart Hospital, also located on the university campus.

'Swan Lake' Parties To Be Arranged Here

Arrangements for theatre parties and student groups to attend "Swan Lake," second of the Soviet-American cultural exchange films, starring the Bolshoi Ballet, have been made by the Normandie Theatre where the film will have its premiere next Monday on a continuous performance basis, it was announced at the weekend by Columbia Pictures.

Dates for theatre parties will be available after Feb. 1.

Valiant Acquires, Dubs Two French Films

Valiant Films has acquired two French Films from Richard Davis, "A Kiss for a Killer" (formerly "What Price Murder") and "Grisbi." The pictures have been dubbed into English and will be released in mid-February. An extensive radio and television campaign is now being readied to promote them.

Both films had runs in New York City in the French version last year.

UA Signs Tape Deal

United Artists Records is moving into the stereo tape field, it was announced by David V. Picker, executive vice-president of the company, as a result of a new agreement with United Stereo Tape (UST), a division of Ampex Audio Company. UST will duplicate, package and distribute key material from the UA stereo catalog, including sound track, classical, pop and jazz material. The first release is being planned for mid-February.

PLAY IT WHILE IT'S AT THE OF NATIONAL A

**“One
of the
10 Best
of the
year!”**

*—Bosley Crowther,
The New York
Times*

**“One
of the
10 Best
of the
year!”**

*—Time
Magazine*

**“One
of the
10 Best
of the
year!”**

*—Philip Scheuer,
Los Angeles
Times*

**“One
of the
10 Best
of the
year!”**

*—National
of Rev*

Date it now as the Awards and Honors continue to pour in!

**HEIGHT
ALAIM...**

**"One
of the
10 Best
of the
year!"**

*Paul V. Beckley,
-N. Y. Herald
-Tribune*



GEORGE STEVENS'

PRODUCTION OF

**THE
DIARY
OF
ANNE
FRANK**

STARRING

WITH

MILLIE PERKINS · JOSEPH SCHILDKRAUT

SHELLEY WINTERS · RICHARD BEYMER

GUSTI HUBER and ED WYNN

PRODUCED AND DIRECTED BY

GEORGE STEVENS

SCREENPLAY FROM THE PLAY BY

FRANCES ALBERT

GOODRICH & HACKETT

CINEMASCOPE
STEREOPHONIC SOUND



th today!

Television Today

Australian TV Report 1959 British TV Network Earnings

(Continued from page 1)

Theatres, said here Friday in an interview.

O'Halloran, whose nine-theatre circuit is directed by his father, Frank, cited the three following steps most exhibitors will be taking: disregard and indifference to television's threat, which he said could lead eventually to the dissolution of many theatres; construction of more outdoor theatres; and compatibility with the video industry, with the construction, whenever possible, of small television stations by financiers in the motion picture industry.

The growth of Australian television in the past three years has been "remarkable," according to O'Halloran, who shortly will conclude two months travel through the United States. For his talks with exhibitors in large and small cities he visited San Francisco, Los Angeles, Albuquerque, Oklahoma City, Chicago, New Orleans, Miami, York and expressed gratitude for the welcome accorded him.

American films which most solidly represent "good family entertainment" are the ones most substantially received in Australia, O'Halloran said. Most American "blockbuster" pictures are restricted to theatres in large cities, such as Melbourne, Sydney and Perth, he added.

Skiatron Suspension

(Continued from page 1)

SEC hearing examiner Robert Hislop in the matter of trading Skiatron stock before registration with the commission, participants were able to reach a stipulation agreement. The size, number and dates of loans made by Judson Commercial Corp. to Matthew Fox, who used Skiatron stock, Television Industries stock and other negotiable securities as collateral, were entered into the record.

Morton Carlin, president, and sole stockholder of Judson, testified that his 1959 securities balance sheet showed his company to have only 500 shares left of the 87,000 shares it had had as collateral for loans to Matthew Fox.

Says Fox Was Notified

Carlin testified that Fox's office was notified either by phone or mail, or both, when stock was about to be sold or shortly after it had been sold.

Skiatron's lawyer, James M. Landis, insisted that the records of transactions between Judson and Fox, who had been granted an exploitation license for Subscriber Vision, were unknown to his client.

Julian Jawitz, attorney for Arthur Levey, Skiatron's president, also disavowed knowledge of the Judson-Fox notes collateralized by Skiatron stock.

SEC lawyer Eugene Rotberg listed total of \$604,000 in loans made to

From THE DAILY Bureau

LONDON, Jan. 17.—Gross income of the Independent Television program contractors in 1959 was nearly £58 million, reports the Television Press Agency. Associated Rediffusion, London week-day contractors, led with an income of £12,361,268, followed by the week-day contractors for the North, Granada, with £11, 646, 818.

Associated Television, London weekend programs and Midland week-days, earned £5,780,415 and £6,200,844 respectively. ABC Television, with its Midland programs at the weekends, had an income of £3,004,504 and for its weekend programs in the North, £4,874,628.

Television Wales and the West, which provides both weekdays and weekend programs, grossed £3,741,840. Scottish TV took £3,660,216, Southern Television £3,362,752 and Tyne-Tees Television £2,755,387.

East Anglia Television and Ulster Television who only started transmission last October, earned £390,931 and £133,209 respectively up to the end of 1959.

Recess Hearings on Broadcasting Practices

From THE DAILY Bureau

WASHINGTON, Jan. 17. — The Federal Communications Commission has recessed its hearing on broadcasting practices until Jan. 25.

Prior to the recess, actor Robert Montgomery, adviser on TV to the White House, stated he would like "as little government control as possible" over broadcasting. He said, however, that he does not "have much faith that the networks will control themselves." He expressed amazement that networks did not know of the quiz show rigging, saying that it had been rumored in the industry long before public disclosure.

Fox by Judson from May, 1958 to May, 1959. In addition there was a \$25,000 note that appeared to be a bookkeeping error.

In his first appearance before the noon recess, Carlin said that checks given for credit to Fox's account were returned by the bank because of insufficient funds. The checks were written by Reynard International, a company wholly controlled by Fox.

Carlin, in November, 1958, because of the indebtedness of the account, sold 2,000 shares of Television Industries through Alcov and Co., a New York brokerage house.

Hearings were recessed until Tuesday, when Carlin is expected to be cross-examined by Landis, as well as by lawyers for Skiatron's president and for Fox.

Kotschack Tells Plans For Sweden Production

From THE DAILY Bureau

HOLLYWOOD, Jan. 17. — "Affairs in Sweden" will be first of three films to be made in Sweden and Finland under a co-production arrangement between Sy Weintraub, Harvey Hayutin (owners of Sol Lesser Productions), Gordon McLendon, Texas radio circuit operator, and Jack Kotschack, president of Sweden's Svea Films, independent producer and distributor of films, who concluded arrangements on his first visit to Hollywood.

Kotschack, in a press interview in his suite at Sheraton West, said films would be financed "above-the-line" by American partners and he would finance all below-line costs in Europe.

TOA Optimistic

(Continued from page 1)

panies accomplish overseas," the Bulletin adds.

The outlook for product in the full year is promising with 250 pictures anticipated as compared to 224 in 1959, according to letters received from the distributors by TOA.

"Should there be a strike the film companies would undoubtedly conserve completed pictures to make them cover the balance of the year," the Bulletin notes. "If the strike is avoided, more production than even indicated now can be anticipated."

TOA is optimistic about the product picture for 1960 although the year has not "started out too well." For January, February and March the film companies will release only 56 pictures of which three are Russian cultural exchange pictures. This compares with 67—or 11 more—released in those three months in 1959.

Kennedy Elected

(Continued from page 1)

Congoleum-Nairn. During his 16 years as a member of the Technicolor staff, Kennedy has gained diversified experience through assignments involving a broad range of the company's activities. These assignments have included sales as well as manufacturing activity.

Since 1949, he has served as a member of the general administrative group and as an assistant to the executive vice-president. In this assignment, his work has involved customer contracts, production scheduling, pricing, and forecasting.

Urge TOA Members

(Continued from page 1)

all theatres, requiring payment of a \$1 per hour minimum.

Warning that the Democratic majority is pressing for quick action on extending the minimum wage coverage and that chances for passage are certain, TOA asks exhibitors to work not to defeat it "but to have theatres eliminated from the coverage." TOA is particularly anxious to have Senate committee members contacted since they will be the first to act on the bill before it is reported to the Senate floor for a vote.

Coast Writers Walk Out, But Negotiations Continue

From THE DAILY Bureau

HOLLYWOOD, Jan. 17. — Members of the Writers Guild of America West, struck here at the week against major film producers. Television writers walked out on Friday at midnight; the film writers on Saturday. Negotiations will continue however, with Curtis Kenyon representing WGA, Charles Boren the Association of Motion Picture Producers and Richard Jenks the Alliance Television Film Producers.

Strike Talk

(Continued from page 1)

Joseph R. Vogel, Loew's, Inc (MG and Jack Warner, Warner Bros.

The company presidents conferred over the weekend with Charles Ren, in charge of AMPPP labor relations, who will head the studios' negotiation at this week's negotiations, and with their studio heads.

No one, of course, is qualified to predict the outcome of the negotiations, which hinge on Guild demand for participation in revenue derived by the companies from the sale of their post-1948 film libraries to television. However, there is a widespread feeling here that some formula will arrive at which will avert a shutdown of the studios after Jan.

The feeling is that SAG, as well as other studio guilds and labor unions are as anxious as the producing and distributing companies to see a shutdown averted. Most guessing how this might be accomplished is to the possibility of an agreement being reached which would allocate a percentage of the revenue from sales to a fund which guilds and unions would be responsible for portioning among themselves.

Producers Appear Adamant

However, others cite the production declaration that they will refuse to relinquish any part of the TV sale proceeds to the guilds and unions.

Not expected to participate in sessions are Arthur Krim, president and Robert Benjamin, board chairman of United Artists, which, distribution company, does not directly with studio guilds and unions and Milton Rackmil, Universal president.

The sessions are expected to continue for a full week or 10 days, of course, could go longer if there were still hope of a settlement at end of that time.

Mexican Guild Pledges Aid

In the event SAG should strike against major film producers no American company will be able to make motion pictures in Mexico during the strike. John Dales, national executive secretary of the guild, announced receipt of a telegram from Rodolfo Landa, official of the Mexican Actors Union, pledging full support of the guild in the event of a strike.

MOTION PICTURE DAILY



57, NO. 12

NEW YORK, U.S.A., TUESDAY, JANUARY 19, 1960

TEN CENTS

Get-Message Plea

Tighten Laws

Anti-Trust: Cohen

Asks for Extension Minimum Wage Edict

From THE DAILY Bureau

WASHINGTON, Jan. 18.—Legislation commended by the President in his budget today include proposals to tighten the anti-trust laws, broaden employment compensation coverage and extend the minimum wage law to an additional million workers. It also eases loans to small business and U.S. taxation of "income" in the less-developed areas of the world until this money is sent back to this country, and depreciation rules.

The President also asked — and Congress is thought sure to grant — an extension for another year of present income and excise taxes now in effect.

The President repeated to Congress (Continued on page 2)

Federal Budget Includes Aids for Film Units

From THE DAILY Bureau

Washington, Jan. 18.—The federal budget for fiscal 1961 submitted to Congress by the President today calls for steps to step up the international program, more money for international media guaranties, and a (Continued on page 2)

Separate Drive-In Fees

'Services': Levy

Drive-ins charge for in-car heat, other "services" they should charge a separate and disbursement, says Herman Levy, legal counsel of Theatre Owners of (Continued on page 2)

Star Salaries, Censorship, 'Blacklist' Aired on TV Show by Industry Heads

By SIDNEY RECHETNIK

Six prominent industry figures engaged in a round table discussion of several industry problems over local television station WNTA-TV's program "Open End," for two hours and fifteen minutes Sunday night. Late viewers (the program began at 10:00 P.M.) heard the opinions of Max E. Youngstein, vice-president of United Artists; Dore Schary, producer and writer; Otto Preminger, producer-director; Daniel Mann, director; Charlton Heston, ac- (Continued on page 7)

16 Films Banned By Atlanta in '59

Special to THE DAILY

ATLANTA, Ga., Jan. 18.—Twenty-seven pictures ran into censorship trouble in Atlanta during 1959, with sixteen refused permits completely and 11 approved only after cuts were made.

Mrs. Christine Gilliam, Atlanta censor, told the Atlanta Library Board in submitting her annual written report that the 16 films refused permits (Continued from page 6)

Services Tomorrow for Ulric Bell, Skouras' Aide

Funeral services for Ulric Bell, executive assistant to Spyros Skouras, 20th Century-Fox president, will be held at 11:30 A.M. tomorrow at the Frank E. Campbell Funeral Church, Madison Avenue and 81st Street.

Bell, who was 68 years old, died of a heart attack on Sunday at his home in Manhattan. He joined 20th Century-Fox in 1947 as director of maga- (Continued on page 6)

Levine Chosen Showman Of Year by N. Y. Variety

Joseph E. Levine, president of Embassy Pictures, has been named "Showman of the Year" by the Variety Club of New York.

Levine will be honored at a special invitational luncheon for members only, to take place on Monday, Feb. 15, in the North Ballroom of the Hotel Astor. It was announced by Harry Brandt, chief Barker. Admission to the luncheon will be by special reser- (Continued on page 7)



Joseph Levine

REVIEW:

Seven Thieves

20th Century-Fox—CinemaScope

ANYBODY WHO LIKES a good detective story is in for an especially exciting treat when he sees the one Sidney Boehm and Henry Hathaway have made under the title of "Seven Thieves." Ingeniously plotted, atmospherically directed, and absorbing all the way to a climax that will have spectators chewing on their nails, this melodrama is the best of its kind in ages and an exploitation "natural" for exhibitors.

The plot situation is not exactly novel. It has to do with the planning (Continued on page 6)

No Word from Assn.

Little Prospect Of Allied Board Special Meet

N. J. Group Had Urged Internal Problems Study

Officials of Allied Theatre Owners of New Jersey said yesterday that not having had word of the calling of a special meeting of the Allied States board to discuss internal problems confronting it, as requested by the Jersey organization two weeks ago, they are now assuming that their request for a special meeting has been rejected.

Jersey Allied members by resolution adopted at their Jan. 5 meeting requested Al Myrick, president, and (Continued on page 7)

Report 'Good Meeting' Between SAG, Majors

From THE DAILY Bureau

HOLLYWOOD, Jan. 18. — Major producing company presidents will continue negotiations with the Screen Actors Guild, being subject to call by Charles Boren and John Dales, representing the Association of Motion Picture Producers and the SAG, respectively. No statement was issued at the conclusion of today's initial session, which was closed to the press, although a spokesman for AMPP reported it "a good meeting."

All of the presidents were present (Continued on page 7)

Le-Sac Planning 2 More Films To Shoot Here

By SAUL OSTROVE

Le-Sac Productions, combining the efforts of director Herbert J. Leder and producer Monroe Sachson, will shortly launch its low budget, exploitation "plus" series of motion pictures (Continued on page 2)

ADVERTISED
THE MARCH
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Redbook

YUL BRYNNER KAY KENDALL



COLUMBIA PICTURES presents a STANLEY DONEN production
"ONCE MORE, WITH FEELING!"
TECHNICOLOR®

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures vice-president and general sales manager, is in Cleveland from New York.

SI SEADLER, M-G-M's Eastern advertising manager, has returned to New York from Rome.

MEYER M. HUTNER, William Goetz Productions vice-president and director of advertising-publicity, has returned to New York from Hollywood.

IRVING RUBINE, vice-president of Highroad Productions, has returned to New York from the Coast.

SOL A. SCHWARTZ, president of RKO Theatres, has become a grandfather again with the birth of a girl to his daughter-in-law, Mrs. **LEONARD SCHWARTZ**.

J. H. "TOMMY" THOMPSON, president of Theatre Owners of Georgia and head of Martin & Thompson Theatres, Hawkinsville, Ga., has returned there from Atlanta.

LEO LENHART, of the Buena Vista office in Cleveland, will be married there on Feb. 27 to **IRENE CLAY**, also a member of the staff.

To Promote Fox Films In Sunday Supplements

20th Century-Fox has placed an order with 75 leading newspapers, through the Puck and Metro groups, for a special full-color, full-page Sunday supplement of "Sink the Bismarck," "Dog of Flanders," and "Masters of the Congo Jungle" in "action-reader" form, it was announced by vice-president Charles Einfeld.

Forming another factor in the intensive campaigns on the three films, this allocation closely follows the \$500,000 recently set aside for the extensive television campaigns on the three productions.

To be read by more than 90 million people in almost every state, the "Bismarck" supplement will break across the country Feb. 14 through Metro, and Feb. 21, through Puck. The New York newspapers will carry the Puck section on the 14th.

"The Dog of Flanders" supplement will be on the newsstands in early March, in advance of closely-following playdates. "Masters of the Congo Jungle," in special supplement form, will be in print in late March, just before April playdates.

'Trust' Laws

(Continued from page 1)

recommendations to strengthen the anti-trust laws that he had made earlier. He seeks enactment of a pre-merger notification bill, which would require businesses "of significant size" to notify the Justice Department and Federal Trade Commission of proposed mergers. He would authorize FTC to seek an injunction to stop mergers in cases where it appears a violation of law is likely if the merger were to be consummated. Also requested is new power for the Attorney General to force companies to disclose data when civil procedures under the anti-trust law are contemplated.

Changes in depreciation rules sought by the Administration have been hailed by the Secretary of the Treasury as the forerunner of "greater flexibility" in computing depreciation for tax purposes. The President's proposal—which has already been bodied in bills introduced by Chairman Mills (D., Ark.) of the Ways and Means Committee and its ranking minority member, Noah Mason (R., Ill.)—is to tax at ordinary income rates the gain realized upon the sale of depreciable property other than real estate. At present, such gains are taxed at the capital gains rate.

Anticipating that the Small Business Administration will increase its activity in fiscal 1960, the President asks an additional \$66,000,000 for SBA's loan fund. During fiscal 1961 the agency is expected to lend a total of \$120 million of its funds, up from \$102 million in this fiscal year.

AMPA Nominations for 1960 Are Announced

Election of the slate of officers for the Associated Motion Picture Advertisers for 1960 has been announced by Vincent Trotta, chairman of the AMPA nominating committee. They are: president, Bob Montgomery; vice-president, Al Floersheimer, Jr.; treasurer, Hans Barnstyn; secretary, Marcia Sturm; board of directors, Barnstyn, Floersheimer, Jr., Ray Gallo, Paul Greenhalgh, Sam Horwitz, Blanche Livingston, Bob Montgomery, Marcia Sturm, Trotta; board of trustees, Charles Alicoate, David A. Bader, Gordon White.

Cy Eichman and Adeline "Pat" Padula will continue to head the public relations committee.

Music Hall Ups Turner

Harold J. Turner, who has been first assistant stage manager at the Radio City Music Hall here, has been named stage manager. He will serve under John Jackson, director of stage operations. Frank Hawkins will take over the post of assistant stage manager.

Approve Plan for New Loew's Theatre, Hotel

A preliminary study for plans for the erection of a combination theatre and hotel on the site of the present Loew's Lexington Theatre here have been approved by the board of directors of Loew's Theatres, Inc., it was announced by Eugene Picker, president. The plot consists of 100 feet frontage on Lexington Avenue, with a depth of 320 feet on Fifty-First Street.

Picker stated that both the theatre and hotel will be ultra-modern in design and equipment. Cost estimates are not yet available at this time, but it is anticipated the new structure will get underway in early 1961.

Le-Sac Plans

(Continued from page 1)

shot entirely in New York with "Pretty Boy Floyd," the team said here yesterday at a trade press luncheon.

For the most part, Leder said, performers unknown to the general public—casts secured from television and an off-Broadway stage success. Both productions are planned for spring. One was described by Sachson as a "woman's picture" which will star an actress not seen often in recent years. The second film, rights to which are owned by Continental Distributing, Inc., distributors also of "Pretty Boy Floyd," is "Me, Candido," which was an off-Broadway stage success several seasons ago. Both productions are planned for spring.

"Production in New York is much cheaper than it is in California," Leder said. "Industry people here seem to be less independent; they go out of their way to help a producing team. Even the mayor and police officials cooperated by providing facilities for filming here." Leder said he shot most of his interiors at the Gold Medal Studio in the Bronx.

"Pretty Boy Floyd" will have its first national booking this Thursday in 29 Loew first-run houses, most of them in Ohio and in the Kansas City area, two locales where Charles Arthur Floyd, America's Public Enemy No. One, 25 years ago, was most active, according to Sheldon Gunsberg, Continental vice-president. By Feb. 15, Gunsberg added, the film will have been booked into 180 houses. New York bookings are still indefinite.

H. A. Washburn Dies

ST. LOUIS, Jan. 18.—Herbert A. Washburn, 68, branch manager for National Screen Service here, died at the weekend. With NSS for over 35 years, he held the position of branch manager since 1938. He is survived by his wife, three daughters, and a brother.

Federal Budget

(Continued from page 1)

major study of ultra high frequency television by the Federal Communications Commission.

The president has proposed doubling the government's payment of the Informational Media Guarantee Fund in the coming fiscal year. Congress has asked for \$5,300,000 for the program. Congress has in the past tried to cut such requests.

An increase of \$4,200,000 in the U.S. Information Agency sought for fiscal 1961. About \$1,000,000 of this amount is earmarked for expansion of foreign television production picture, and information activities.

The motion picture service will get a total of \$5,671,000—an increase of \$340,500 over the current year.

The budget request for the Federal Communications Commission in 1961 calls for almost \$3,000,000 more than the \$10,500,000 appropriated for fiscal 1960. Of the \$13,500,000 FCC wants \$2,250,000 to pay for a two-year comprehensive study of high frequency TV transmission techniques.

An additional \$260,000 is asked for the Justice Department's Antitrust Division. Total sought is \$4,760,000.

See Telemeter Canada Start in 'Few Weeks'

The Telemeter pay TV operation in Etobicoke, Ont., is scheduled to start under way "in the next few weeks," *The Wall Street Journal's* staff reporter Kenneth F. White reported from the Toronto suburb yesterday.

He said programming will include sporting events and church services in addition to motion picture "grade A" films will be on Telemeter before they have been shown downtown theatre he said he was told by Famous Players Canadian and Paramount Pictures subsidiary.

Nat Taylor, president of 20th Century Theatres, Canada, is quoted as saying, "If the public wants to see movies through that medium (telemeter), we'll be glad to sell them. We would be glad to see it a first success." But Joseph Strauss, president of Theatre Owners of Quebec, said as a threat to the existence of theatres and says he will "fight this every way I can."

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rocketteller Center • CI 6-4600
CARY GRANT • TONY CURTIS
in "OPERATION PETICOAT"
JOAN O'BRIEN • DINA MERRILL • ARTHUR O'CONNOR
A GRANART PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE
Eastman COLOR & GREAT STAGE SPECTACLES

Over M.P.I. Quotas Chicago, Milwaukee

Special to THE DAILY

CHICAGO, Jan. 18. — Quotas in Chicago for stock subscribers to Motion Picture Investors were subscribed at meetings in Chicago last week, it was announced today.

The Chicago meeting, chaired by Jack Kirsch of Allied Theatres of Illinois, over \$70,000 in stock was subscribed. In addition, over \$40,000 was pledged in future subscriptions. The Chicago quota was \$100,000.

Among those pledging at the Chicago meeting were such exhibitors as Alliance Theatres, H. Schoenfeld Theatres, Balaban Theatres, Marks Drive-In Theatres, Lubliner Theatres and others such as Kirsch, Stan Kohler, Carl Goodman and Jack Clark. At the Milwaukee meeting, chaired by Ben Marcus, the Milwaukee quota of \$32,500 was over-subscribed. Among those pledging, in addition to Marcus, were the Empire of Film Service, Fred Delft Theatres, Gerry Cinema, Inc., Tony LaFollette of the Avalon Theatre, Evelyn Berg of the Grand Theatre, Euling of Standard Theatres, and Annie Adler of Adler Theatres.

The next Motion Picture Investors meeting will be held the week of Jan. 25 in Indianapolis and Buffalo, and Boston in connection with the England Drive-In Theatre meeting following week.

Patrick Frawley Technicolor Board

From THE DAILY Bureau

LYWOOD, Jan. 18. — The board of directors of Technicolor, headed by Patrick J. Frawley, Jr., president and general manager of the company, Frawley is chairman and director of Eversharp,

accepting membership on the board. Frawley stated he is "pleased with the prospect of working closely with the other members of the board toward the future expansion of the company's activities. Technicolor particularly share Mr. Clark's optimism for the potential growth of Technicolor which await future expansion of the technicolor name and its use in the amateur photographic market as well as in other areas of the motion picture enterprise," Frawley said.

AB-PT Officials Start Meetings in Detroit

Special to THE DAILY

DETROIT, Jan. 18. — Officials of the American Broadcasting-Theatre Association's north central affiliate will start three days of meetings tomorrow with Edward L. Brown, AB-PT vice-president. Participating will be Woodrow R.

REVIEW:

The Bramble Bush

United States Prod.—Warner Bros.

A DOCTOR is faced with a grave and terrible decision in "The Bramble Bush," a controversial drama based on the novel of the same name by Charles Mergendahl. His best friend, a man dying of an incurable disease, pleads with the physician to give him an overdose of drugs and thereby put an end to his unbearable suffering.

For three-quarters of the length of this picture the problem is both intriguing and persuasive, thanks not a little to the fine acting of Richard Burton and Barbara Rush in pivotal roles. Burton portrays the doctor, a lonely man who has come back to the New England town of his birth to see what he can do to ease the travail of his friend, and when he arrives he still hopes for a last-minute "miraculous" cure. Miss Rush is the wife of his doomed friend who loves her husband but finds herself in time physically attracted to the doctor. Tom Drake is the expiring husband, ending his days in a pain-ridden hospital bed.

In less sensitive hands this situation could have made for a maudlin soap opera, but it has both believability and poignance under the direction of Daniel Petrie. Slowly but inevitably the horror of the situation takes hold of the audience as it grows more complicated and difficult to resolve.

In returning to his home town the doctor also encounters painful memories from the past he had rather forget. In a strong dramatic scene he reveals to the wife of his friend some of that past unhappiness, especially his discovery as a boy that his mother was unfaithful to his father. Burton plays this scene brilliantly, and at the end of it he crashes a portrait of his mother to the floor to relieve some of the powerful tension he has made the audience fully share. Miss Rush, who grows steadily as an actress, makes credible and touching the loneliness and yearning that drove her to seek to comfort the doctor until she is caught up in an adulterous affair.

THE WHOLE sad business reaches its climax when the doctor decides to give his friend the fatal injection of morphine, which he does in a most agonizing scene.

The moment that happens, however, the picture starts downhill. Melodrama and confusion take over in the script Milton Sperling (who also produced) and Philip Yordan have written. A nurse, played by Angie Dickinson, who is in love with the doctor and jealous of his affair with Miss Rush, exposes his crime. He is brought to trial for murder. After a brief courtroom sequence in which the issue of euthanasia, or mercy killing, is not even allowed discussion—the judge bars it as irrelevant—the doctor gets off scot free. But at least he doesn't get the girl. She leaves him although she is about to bear his child.

The end result is that "The Bramble Bush" raises the issue of euthanasia without ever really taking a convincing and clear stand on the subject. It befogs the question with melodramatic irrelevancies. The only character in the story who speaks out on the matter with any articulate force is a priest who condemns it as against the laws of God.

It should also be noted that the picture appears to violate a provision of the Production Code stating that "mercy killings shall never be made to seem right or permissible." The film, however, has a Production Code seal.

Other actors in the generally competent supporting cast include Jack Carson as a shyster attorney; James Dunne as the town drunk; and Henry Jones as a lecherous newspaper editor. Photography is in Technicolor.

Running time, 105 minutes. Adult classification. Release, in February.

RICHARD GERTNER

Praught, president of United Detroit Theatres, and his aides; Charles Winchell, president of Minnesota Amusement Co., Minneapolis, and his film buyer, John Branton; A. Don Allen, general manager of Tri-State Theatre Corp., Des Moines, and Don Knight, advertising director, and Bernard Levy and Al Sicignano, assistants to Hyman.

Portland House Opening

PORTLAND, Ore., Jan. 18. — The new Portland Music Box, a unit of Hamrick Theatres, will open on Wednesday with an engagement of MGM's "Ben-Hur." MGM held a press preview in the theatre today and has scheduled a guest preview for tomorrow.

PEOPLE

Dore Schary on Friday will address the North Shore chapter of the Brandeis University National Women's Committee at its winter meeting in the Temple Beth-El, Great Neck, L.I., N.Y. Mrs. Jean Benjamin, wife of Robert S. Benjamin, chairman of the board of United Artists, will preside.

Herbert A. MacDonough has been named to the newly-created position of manager of product marketing for Anso, the photographic manufacturing division of General Aniline and Film Corp. He has been with the division for 22 years, most recently as manager of professional product sales.

Nick Lubich, formerly with Oliver Theatre Supply and National Theatre Supply in Cleveland, is now a full partner with Arnold Weiss in Ohio Theatre Supply Co. there. Incidentally, he will be married on May 28 to Nancy Naperta.

George Mitchell, salesman in Dallas for United Artists Associated, will sail from New York today aboard the "Caronia" with Mrs. Mitchell for a cruise to the Caribbean. The voyage is a gift from the company, the first prize, won by Mitchell, in UA's three-month sales contest, which ended Dec. 21.

Charles W. Carter, for the past three years ASCAP field representative in the Detroit area, has been appointed district manager of the Society's Minneapolis office.

Arvin K. Rothschild, veteran exhibitor who has headed National Theatre Enterprises, Jacksonville, for the past 13 years, has been named head of NTE's parent company, Continental Enterprises, Inc., with headquarters in that city.

'Can-Can' To Open at Gary Theatre in Boston

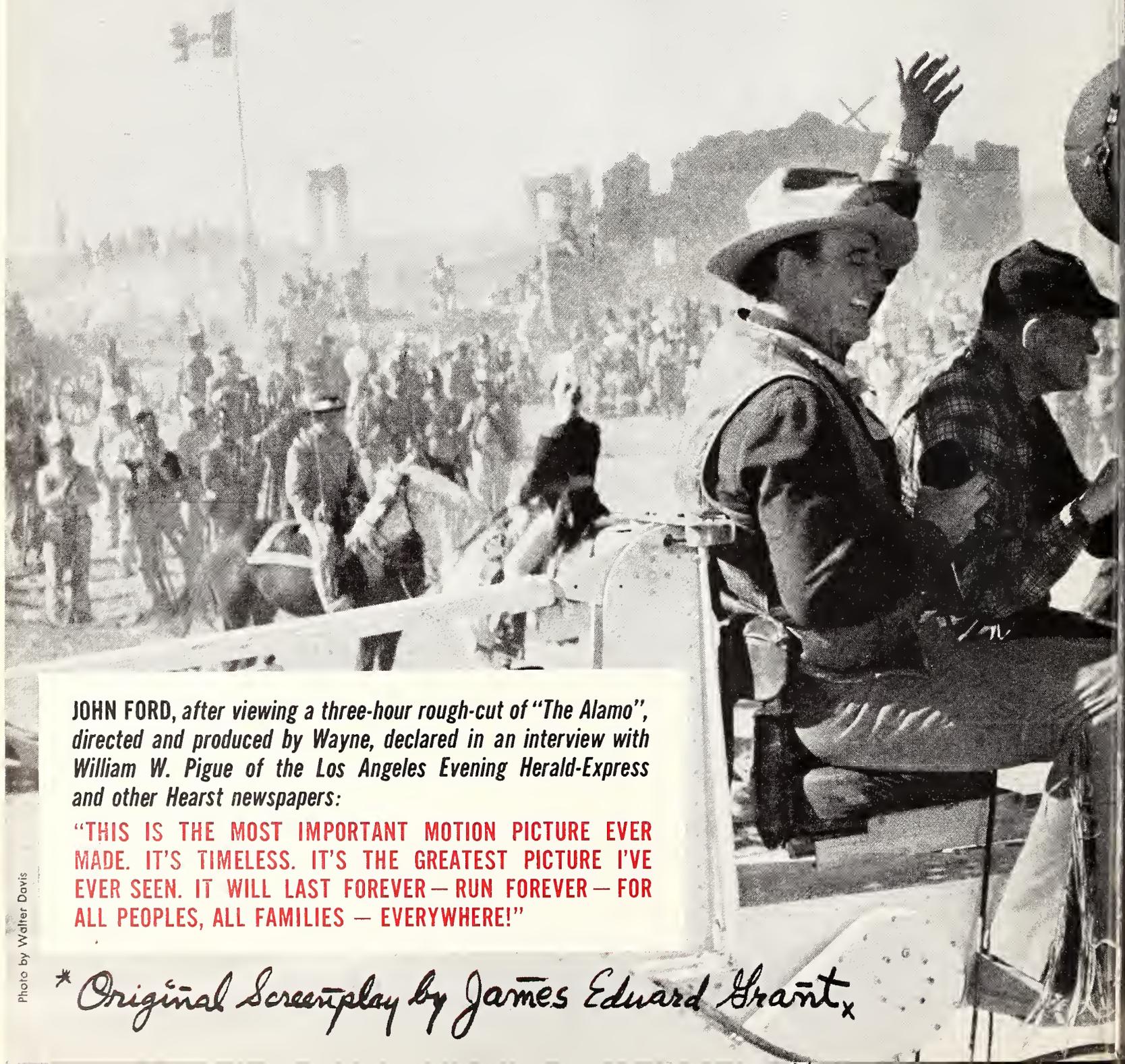
Special to THE DAILY

BOSTON, Jan. 18. — Ben Sack's Gary Theatre will show "Can-Can" on March 23, Alex Harrison, general sales manager of 20th-Fox, announced at a press luncheon today at the Boston Club, and president Spyros Skouras will attend the first of five charity preview engagements on that date, it was learned. Skouras is national chairman of the Hellenic University of America to be built on a site of 60 acres in Brookline, with the proceeds from the opening to be given to this cause.

With Harrison at the luncheon hosted by Ben Sack were Glen Norris, Martin Moskowitz, Edward Sullivan, Clarence Hill, Jack Bloom, all from New York and Al Levy and Phil Engel from the Boston exchange.

Tomorrow the top executives will sit down with the local press to tell of the 1960-61 Fox product at an informal luncheon.

JOHN WAYNE FINISHED ALREADY HAILED AROUND WORLD WILLIAM RANDOLPH HEARST J



JOHN FORD, after viewing a three-hour rough-cut of "The Alamo", directed and produced by Wayne, declared in an interview with William W. Pigue of the Los Angeles Evening Herald-Express and other Hearst newspapers:

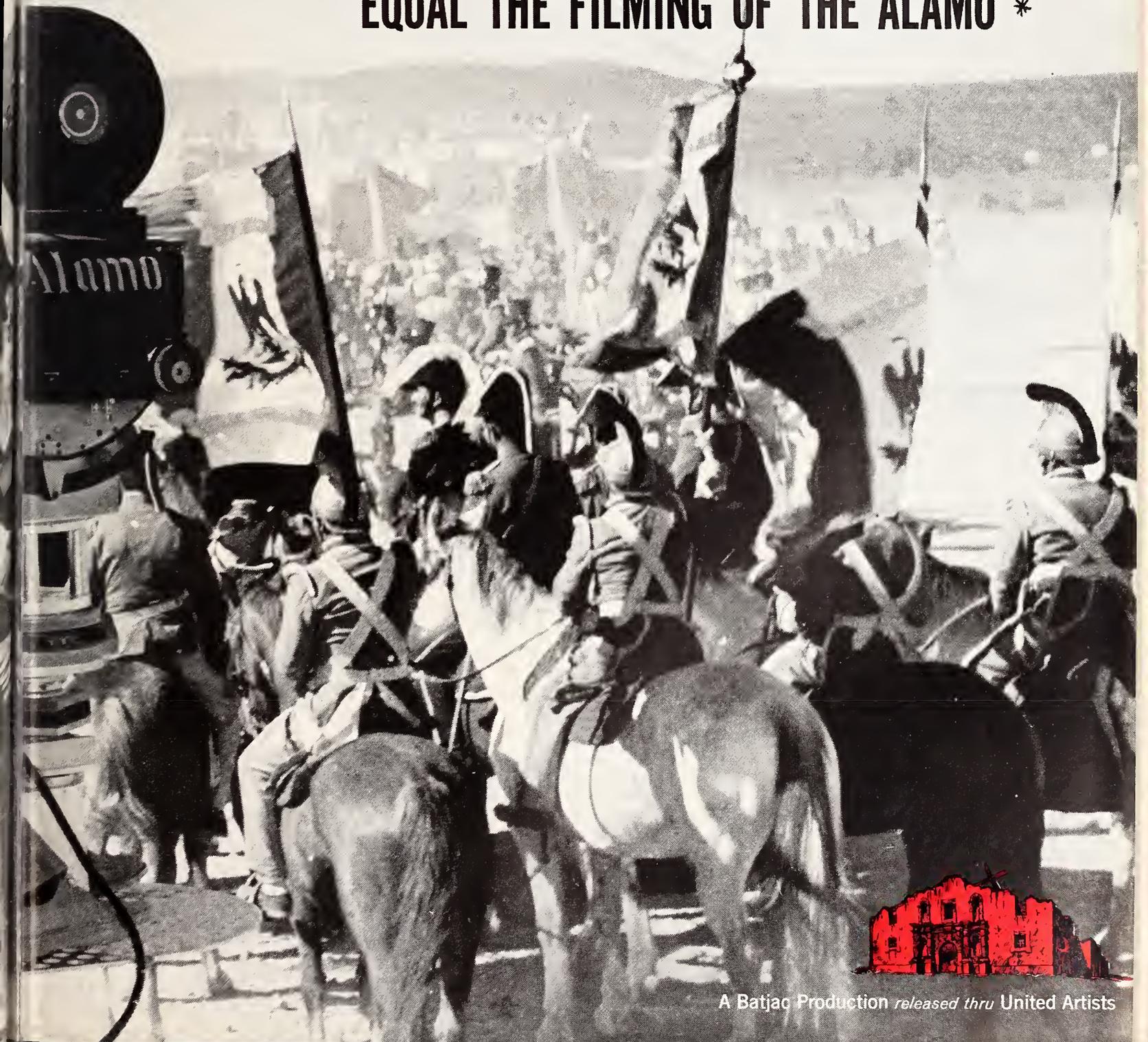
"THIS IS THE MOST IMPORTANT MOTION PICTURE EVER MADE. IT'S TIMELESS. IT'S THE GREATEST PICTURE I'VE EVER SEEN. IT WILL LAST FOREVER — RUN FOREVER — FOR ALL PEOPLES, ALL FAMILIES — EVERYWHERE!"

Photo by Walter Davis

* Original Screenplay by James Edward Graunt_x

SHOOTING "THE ALAMO" A PAGE ONE NEWS EVENT! WROTE TO SIXTY MILLION PEOPLE:

"I HAVE SEEN A LOT OF PICTURES MADE
BUT I HAVE NEVER SEEN ANYTHING TO
EQUAL THE FILMING OF 'THE ALAMO'!"*



A Batjac Production released thru United Artists

Atlanta Censor

(Continued from page 1)

is the highest number she has rejected. The last previous high, she said, was 1958. Only one was turned down in 1956, the lowest number.

Mrs. Gilliam told the board she reviewed 291 movies during past year but declared only 33 were deemed worthy "of calling to your favorable attention." This was not a very high percentage, she said.

"The so-called 'adult' theme movies have appeared in increasing numbers," she said. "Subjects that were considered absolutely taboo even three years ago are now allowed. There has been a steady decline in moral and ethical standards since revision of the Production Code."

Mrs. Gilliam said it is encouraging to hear complaints from the public about movie morals since it indicates that the public is not completely indifferent and that "anything goes" is an "exaggeration, at least." The Federal courts are constantly restricting the power of the censor, she added.

Bell Services

(Continued from page 1)

zine and newspaper publicity, and soon after became executive assistant to Skouras.

A native of Louisville, Ky., he was with the *Louisville Courier-Journal* from 1910 to 1941, the last 20 years as its Washington correspondent. During World War II he worked with the late Robert E. Sherwood, director of the overseas branch of the Office of War Information, and in 1943-'44 he headed the O.W.I.'s overseas film branch in Los Angeles.

Surviving Bell are his widow, the former Miss Vivian Hall of Billings, Mont.; two daughters, Mrs. Elizabeth Peddie of Minneapolis; Miss Ulrica Bell of Albany, and a son, George Ulric Bell of Winston-Salem.

Re-elect Officers of King Bros. Prods.

From THE DAILY Bureau

HOLLYWOOD, Jan. 18.—Officers of King Bros. Productions, Inc., headed by Frank King, president, were reelected at a meeting of the company's board of directors here late last week.

Other officers are Maurice King, Herman King, Arthur J. Steel, and Paul Weiden, vice-president; Arthur Stannard, secretary-treasurer, and Steffi Sidncy, assistant secretary.

The board declared a dividend of five cents per share, payable March 31 to holders of record Feb. 29.

Seven Thieves

CONTINUED FROM PAGE 1

and execution of a daring and intricate robbery of a plush gambling casino at Monte Carlo, and the story outline consists of the working out of the scheme in great detail by the thieves (one woman and six men) and what happens after they successfully pull the "caper" off.

Within that familiar framework, however, Boehm, who wrote the script as well as produced, has made a movie that will give no one the feeling he has seen it before. His story is peopled with intriguing characters, wonderfully well played with style and vigor, by Edward G. Robinson, Rod Steiger, Joan Collins, Eli Wallach, and others. It is full, too, of fascinating twists and unexpected story developments. Best of all, it bristles with some of the sharpest and smartest dialogue to be heard from the screen in a long time.

A major hazard in this type of picture is the necessity of keeping the audience interested in the events that occur before the night of the robbery finally arrives. No such difficulties here. One is interested immediately not only in the crime being planned so meticulously but also in the unusual and provocative characters involved.

In the first scene Steiger, playing an ex-convict just out of jail, arrives on the French Riviera in answer to an urgent call from Robinson, whom he had known in America in the past. The two spar with each other in a cat-and-mouse game that is engaging and funny; Robinson is cagey and non-committal and waits for Steiger to wheedle out of him the real reason he has asked him to come abroad. This scene, slyly and subtly played by the two actors, gives promise of an entertaining melodrama to come. That promise is richly fulfilled.

THE REASON ROBINSON has sought out Steiger is that he needs someone he can trust as his assistant in carrying out the bold scheme to rob the casino. When Steiger reluctantly agrees to take part in what he views as a risky venture, he becomes tensely involved with the other thieves, who are an odd and colorful lot. They include Miss Collins as a sexy night club dancer; Wallach as her mentor and friend; Alexander Scourby, the nervous secretary to the director of the casino; Michael Dante, a skillful safecracker; and Berry Kroeger, a German mechanic and driver of the get-away car. Steiger takes over as leader at the behest of Robinson and rehearses each of the gang members in the role he will play in the crime.

The high point of the film is the robbery scene itself. Not too many details of the scheme have been given away in advance so that the sequence is full of surprises for the audience. These are enhanced by a number of incidents that the thieves had not themselves anticipated, so that the whole venture threatens momentarily to explode. This long episode is masterfully directed by Hathaway, who gets the utmost of suspense and shock out of it. By the time it is over a viewer is thoroughly limp.

The ending is typical of the "twists" scattered throughout the film; the money turns out to be marked. Steiger and Miss Collins, who have fallen in love, decide the only thing to do is to return it to the casino. Over the objections of their colleagues they do just that.

Connoisseurs of the detective story may detect one glaring flaw in the logic of the story, which comes from a novel by Max Catto called "Lions at the Kill." To make an issue of this single slip would, however, be quibbling. Most fans won't notice it in their absorption in the fun.

Running time, 102 minutes. General classification, Release, in January.

R. G.

'Gazebo' Does \$34,000

"The Gazebo" opened at the Roxy Theatre here to the best business for an M-G-M release there in the past five months, the company said, with a box-office gross of over \$34,000 for the three days, Friday through Sunday.

Schine Theatre Reopens

WOOSTER, O., Jan. 18.—Schine's Wooster Theatre, closed since mid-November because of a fire, has reopened with "Operation Petticoat" following remodeling and redecoration.

Ohio I.T.O. Opens Drive Vs Federal Wage Law

Special to THE DAILY

COLUMBUS, O., Jan. 18. — The I. T. O. of Ohio has requested its members to contact their senators and representatives and urge them to vote for the continued exemption of theatres from the proposed new Federal minimum wage legislation.

The bulletin also suggests that since other small businessmen also will be affected by the new legislation, that exhibitors enlist their aid, too, in presenting their arguments to the lawmakers.

Police Assignments in Theatres Are Upheld

Special to THE DAILY

HARTFORD, Jan. 18.—Hartford Superior Court Judge Thomas I. T. land has upheld the constitutionality of a Newington, Conn., town ordinance which permits the chief of police to assign regular or supplementary policemen to duty at theatres, public dances and other gatherings. He made his ruling in an action brought by Tolis and Davey, owners and operators of the Newington Theatre, Newington, for a declaratory judgment and an injunction restraining the chief from enforcing the measure.

The ordinance, enacted Nov. 1958, "violates no provision of the Constitution of the United States or the State of Connecticut," Judge T. land said. "Said ordinance applies to motion picture theatres. The chief of police of Newington has authority to assign policemen to plaintiffs' motion picture theatre when necessary and require operators to pay for such protection."

Wometco Sets Dividend And Holders Meeting

Special to THE DAILY

MIAMI, Fla., Jan. 18.—The board of directors of Wometco Enterprises, Inc., has voted a quarterly dividend of 17½ cents per share on the company's Class A common stock. A quarterly dividend of 6½ cents per share was voted for the Class B stock.

This dividend will be paid March 15, to stockholders of record as of March 3. The March 15 dividend will be the fourth such quarterly dividend since the public issuance of Wometco Enterprises, Inc., stock in April 1957.

The first annual stockholders meeting of Wometco since it became publicly owned will be held Monday, April 11, at the main office of the company here.

Offer Prize for Best Academy Award Poster

Movie entertainment for a full year will be provided the industry and who designs the winning Academy Award poster for 1960. Every artist who works for the motion picture industry is eligible. This means that a motion picture producer, distributor, exhibitor or he may be a free lance artist who does work for any company or organization in the industry.

Members of the advertising and publicity directors' committee of the Motion Picture Association will serve as judges. All entries must be received at the MPA by Feb. 1.

Edward A. Madden Dies

NEW BRITAIN, Conn., Jan. 18.—Edward A. Madden, 64, business agent for Local 301, IATSE, and projectionist at the Palace Theatre here for 32 years, is dead following a brief illness.

FOR 41 YEARS THE BEST AND FASTEST SPECIAL TRAILERS

NEED A GOOD TRAILER FAST? ... CALL ON FILMACK.

YOU'LL BE GLAD YOU DID!

CHICAGO 1327 So. Wabash

NEW YORK 620 Ninth Avenue

TV Program

(Continued from page 1)

and Arthur L. Mayer, industry who has been a distributor, for-films importer and exhibitor. The discussion covered such sub-as star salaries, censorship, stars ning producers, the Hollywood klist" and the sale of post-1948 to television. David Susskind was rator for the program.

Should 'Get What They Can'

answer to Susskind's question er film stars are worth some of abulous salaries paid them today, as generally conceded by the panelists that stars are entitled t what they can. Youngstein, who ghout the discussion made it that he was speaking for him-nd not for his company, claimed he business really depends upon tars and that in the main, coms which have paid big salaries themselves made money on the res involved, and even should a re with a high-priced star fail e box office, it was no yardstick the star would not be worth the salary in a future production. ungstein claimed "we have failed ably in creating new stars." He ed out that, with minor excep- there are no schools where fu-ndustry talent could be properly ed. Both Preminger and Mann ed their talents as teachers if schools could be set up.

Lauds Wasserman

answer to Susskind's statement the king of Hollywood today is Music Corporation of America its head, Lou Wasserman, Schary the industry had failed to see the ges upcoming in the industry, eas the agencies did, and paid te to Wasserman and his agency, so did Preminger, who said "it is a ure to deal with them."

answer to Mayer's assertion that star salaries led to increased box prices which in turn hurt thea-attendance, Youngstein said this not so, that while the industry oducing fewer pictures, they are better quality; it got rid of double-feature "garbage" of the days, which he feels is rapidly g taken over by television.

Points to Novels' Popularity

discussing the preponderance of t themes on the screen today, Pre-ger said that most of the titles, as by Susskind, are based on suc-ful novels or plays, and if they not found objectionable in those ia they shouldn't be labeled so on screen. He also said the theatres ld point out in their advertising a certain picture is for adults . Schary claimed this was meat he theatres, who have found that o doing they serve to make the re more attractive to the movie- . Youngstein claimed that less 10 per cent of the Hollywood ucers can be put in the category ose who deliberately make "vul- pictures.

n the subject of the Hollywood cklist" Schary said the industry's

N. Y. 'Herald-Tribune' Survey Finds 1960

Prospects for Theatres to Be Best in Years

"Better profits seem in store for theatre companies this year," is the conclusion reached by the New York Herald-Tribune's staff writer Ben Weberman following interviews with national circuit executives and a study of theatre prospects. Weberman's report was published in the newspaper's Sunday financial section.

Theatre executives "have been fooled by false starts before in the last decade," he writes, "but this time they are convinced that the long-term attendance trend is headed upward for some time ahead.

"Coupled with higher admission prices charged, elimination of many un-profitable locations and income from diversified activities, an improved profit outlook is easily predictable."

Interviewed were S. H. Fabian, Stanley Warner president; Eugene Pieker, Loew's Theatres president, and spokesmen for American Broadcasting-Paramount Theatres. Fabian pointed out that box office receipts in comparable theatres showed increases in almost every week of the second half of 1959, the first time in years that the gains held for a long time.

Levine Chosen

Drive-in Fees

(Continued from page 1)

vation ticket, free to all barkers of Tent 35 on advance request.

"In honoring Joe Levine, the Heart of Show Business is honoring the Showman of the Year. Besides giving the industry a tremendous shot in the arm, Levine has been the host at showmanship luncheons all over the country. That's why we in Variety are anxious to return the favor," Brandt said.

Levine has been responsible for mammoth publicity, advertising and exploitation campaigns coincident with the release of Embassy's "Hercules" through Warner Brothers, and the company's current release of "Jack The Ripper" through Paramount Pictures.

statement in 1947 said that no company would knowingly employ a Communist and later added that anyone who took the Fifth Amendment would be considered a Communist; Preminger felt the "blacklist" is against the democratic way of life and immoral. In asserting that the blacklist was still in existence today Youngstein said that if he were a producer he would not knowingly hire a Communist in today's world, but if someone had such leanings back in his high school days he didn't feel he should be denied the right of employment.

There followed a brief discussion on the practicality of actor-producer and director-producer setup as they work in the industry today, with Youngstein taking the stand that he would conceivably entrust the production of a picture to an actor, and that it was a selective affair dependent upon such elements as the star's intelligence, the script, etc.

The problem of whether actors and directors should share in the monies from the sale of post-1948 films was answered by Mayer to the effect that he was categorically against the sale as it would mean a misfortune to the industry, and he hoped the crafts didn't get together with the companies and so forestall such sales, but if the sales did go through he acknowledged that the creative talent deserved its share.

(Continued from page 1)

America, in commenting on the recent decision handed down by the New Jersey superior court in the Somerville Drive-In case.

In that case, 10 cents of every 80-cent admission was retained by the exhibitor as the price for heaters and playground facilities, whether used by the customer or not. The court found in favor of distributors who contended that the full 80 cents charge was for admission and subject to percentage engagement accounting.

Levy says, "This decision does not hold that 'gross receipts,' for the purpose of determining percentage film rental, includes money received by an exhibitor from legitimate service charges. In our opinion, an exhibitor is not required to pay percentage film rental on money received by him for the rental of heaters, nor for the use of kiddie rides, if the rental and the use are optional with the patron.

"Although it is not required of him, the owner of a theatre should, if it is not too much of a burden, have the renting of heaters, or the operation of any other concession, a separate and distinct transaction, and if possible, at a location separate and apart from the ticket office."

Charles Goodell Named To House Labor Group

From THE DAILY Bureau

WASHINGTON, Jan. 18. — Congressman Charles E. Goodell (R., N.Y.), who represents the Jamestown-Olean district, has been named a member of the House Education and Labor Committee. He told MOTION PICTURE DAILY today that he has not yet taken a position on the extension of minimum wage law coverage, though he "undoubtedly," will do so in the future.

Dual Role for Taurog

HOLLYWOOD, Jan. 18. — Norman Taurog, veteran director, will make his bow as a producer-director with "The Slender Thread," at Paramount. It will be the first time he has taken over the producer's assignment during his many years in Hollywood.

Strike Talks

(Continued from page 1)

with exception of Universal's Milton Rackmil, who was represented by Edward Muhl and Morrie Weiner, and Roy Disney, who was represented by William Anderson.

The company heads are scheduled to meet tomorrow with the screen writers, who began a strike against the major film studios at midnight Saturday.

WGA Negotiating

Writers Guild of America met with negotiators of the Alliance of Television Producers today, with talks scheduled to continue following the WGA meeting with major studio heads.

Striking Writers' Secretaries Are Laid Off by Studios

HOLLYWOOD, Jan. 18. — About 100 secretaries were laid off by studios today as a result of the Screen Writers Guild strike which went into effect at the weekend. The secretaries were assigned to writers working at the studios under contract or on specific scripts.

SWG called the strike as a result of producers' refusal to include in new contracts a formula for writer participation in revenue derived from sales of post-1948 film libraries to television.

There was no picketing of studios by SWG today, and none is contemplated for the immediate future.

Special Allied Meet

(Continued from page 1)

Abram Myers, board chairman, to call a special meeting of national Allied's board for not later than Feb. 6. A Jersey Allied spokesman noted that if a meeting were to be called in advance of that date, arrangements for it would have had to be made for it by now.

"We assume that not enough other Allied units wanted the special meeting," the spokesman said. "We will wait now for the regular spring meeting of the national board."

British Writers Guild Backs American Strike

From THE DAILY Bureau

LONDON, Jan. 18. — The executive council of the Television and Screen Writers' Guild here has decided unanimously to give 100 per cent support to the Writers' Guild of America in their strike action against the major American film companies. The strike action means that no member of the British Guild will work for any of the American companies involved in the dispute, or their British subsidiaries or associates.

The Guild is starting a strike fund to compensate any of its 700 members who may suffer as a result of this action.

it figures...



... Smart Showmen know
that trailers cut a fine figure
in commanding audience attention ...
stimulating that necessary
'word of mouth'.

It figures . . . trailers outperform
any other hoopla medium!

MOTION PICTURE DAILY

57, NO. 13

NEW YORK, U.S.A., WEDNESDAY, JANUARY 20, 1960

TEN CENTS

Writers Charge Majors Block Strike Peace

*WGA Desires Pact;
Equity Pledges Aid*

By SAMUEL D. BERNS

HOLLYWOOD, Jan. 19. — Major presidents met today with representatives of the Writers Guild America, West, in an effort to find on to the current writers' strike at major studios. The following agreement was issued by WGA upon conclusion of a morning meeting between the guild and company:

The screen branch of the negotiated committee of the WGA is disappointed to find no willingness to proceed on part of the presidents of major companies to enter into bargaining on major issues between the guild and major companies. Members of the negotiating committee and the presidents of the major companies today exchanged views.

(Continued on page 6)

Fourth U-I Global Meet Held in Puerto Rico

The fourth in a continuing series of global conferences of Universal International's overseas representatives scheduled to open in Puerto Rico, Jan. 23, when president Milton R. Mil and vice-president and former general manager Americo Aboaf met in San Juan to preside at the

(Continued on page 7)

Should Classify Films Lieu of Censorship

Special to THE DAILY

BANY, N.Y., Jan. 19. — A call for "abolition of censorship for films" was coupled with a declaration that the motion picture division of the state education department

(Continued on page 7)

Rayburn Predicts New Wage Law Will Pass

From THE DAILY Bureau

WASHINGTON, Jan. 19. — House Speaker Rayburn (D., Tex.) today predicted that Congress this year will both extend coverage of the Federal minimum wage law and raise the pay floor. But he gave no details as to the amount of increase or the greater breadth of coverage that he expects.

Rayburn indicated that changes should not affect small firms with 10 to 15 employees.

Boston Exhibitors, UA Meet on Clearances

Special to THE DAILY

BOSTON, Jan. 19.—Owners of suburban theatres in this area asked representatives of United Artists for a move-up on their clearances which are at present 21 days after downtown Boston at a special meeting here on Monday. Attending the session, which ran into the late evening, were officers.

(Continued on page 7)

U.A. Sales Heads to Meet in Chicago Jan. 22

United Artists will hold a two-day meeting of division and district sales managers in Chicago on Jan. 22-23 to set distribution patterns for the company's releases for the next six months, it was announced yesterday by William J. Heineman, UA vice-president, and James R. Velde, UA vice-president in charge of domestic sales. The two will preside at the sales sessions.

UA home office executives attend.

(Continued on page 2)

NTA Acquires 30 Pictures from Lippert for TV; All Were Produced Since 1956; Now in Theatres

National Telefilm Associates yesterday announced the purchase of 30 pictures in Regalscope produced by Robert L. Lippert and currently in theatrical distribution. NTA is a subsidiary of National Theatres & Television, Inc.

Of the 30 pictures, 28 were made in 1957 and 1958 and two in 1956, according to Oliver A. Unger, NTA president. The contract for the films gives NTA full negative rights, including both theatrical and TV distribution. It is expected the features will be made available to TV late this year. They are now being distributed to theatres by 20th Century-Fox.

Unger said the pictures were made with eventual transference to TV in mind. He pointed out that the average running time is 75 minutes which "facilitates programming them on the air." Included in the package are "China Gate," "Kronos," "Storm Rider," "God Is My Partner," "Deerslayer," "Showdown at Boot Hill," and "Ride a Violent Mile."

Vote Is Unanimous

N.E. Allied Resigns From National Body

Follows W. Pa. As Second Strong Affiliate to Act on Differences

Special to THE DAILY

BOSTON, Jan. 19.—Independent Exhibitors of New England, the Allied States affiliate for the Northeastern states, voted to withdraw from the national organization at a board of directors meeting held here today. With the entire board of 23 members voting, 21 in person and two by proxy, the action was unanimous.

Marcus Promotion Plan Tryouts Advanced

Plans for tryouts of the Ben Marcus business promotion programs in widely separated sections of the country with national distributor and advertising-publicity participation were advanced here yesterday.

Marcus, in from his Milwaukee headquarters, met with Henry H. Martin, representing the Motion Picture

(Continued on page 6)

AB-PT Setting Plans for April-June Campaign

Special to THE DAILY

DETROIT, Jan. 19. — American Broadcasting-Paramount Theatres officials met here today with Edward L. Hyman, vice president, to discuss plans for an April-May-June business drive which will be placed before the

(Continued on page 2)

I.E.N.E. is the second regional Allied affiliate to resign from the national organization since the first of the year, Allied Theatre Owners of Western Pennsylvania having taken the same action two weeks ago. The two are among the half dozen or so of the largest and financially strongest Allied units.

In announcing the New England organization's withdrawal Norman C. Glassman, I.E.N.E. board chairman, said: "As our local organization is in direct conflict with the principles and aims of the national organization, we must, in the best interests of our local constituent members, withdraw our support from the national organization."

(Continued on page 6)

Ia.-Neb. Allied Plans Spring Convention

Special to THE DAILY

SIOUX CITY, Ia., Jan. 19.—Thirty-five members of Allied Theatre Owners of Iowa-Nebraska met at the Sheraton Martin Hotel here today to make plans for their first convention in two years, scheduled to be held in the Iowa lakes country in May.

The organization also honored Al Myrick, its president, who was elected

(Continued on page 6)

Levine Outlines N. Y. Campaign for 'Ripper'

By SAUL OSTROVE

Joseph E. Levine yesterday told a gathering of several hundred exhibitors and branch managers here of his "super saturation" plans for the forthcoming release of his presentation of

(Continued on page 7)

PERSONAL MENTION

JACK KARP, Paramount Pictures vice-president in charge of production; **RUSSELL HOLMAN**, Eastern production manager, and **JEROME PICKMAN**, vice-president, returned to New York yesterday from Europe. KARP will leave here today for the Coast.

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, left here yesterday for Hollywood.

ADOLPH SCHIMEL, Universal Pictures vice-president and general counsel, has returned to New York following a business trip to Paris and London.

BASIL RATHBONE is recuperating at Mt. Carmel Hospital, Columbus, O., after collapsing at the Hartman Theatre there.

ROBERT RAPPAPORT, of Rappaport Theatres, Baltimore, has left there with Mrs. RAPPAPORT for a cruise to the Bahamas.

HOWARD MINSKY, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, is in Toronto today from New York.

A.A. Will Produce TV Series for Syndication

From THE DAILY Bureau

HOLLYWOOD, Jan. 19. — Allied Artists is entering the TV-production field with "Simon Lash, Detective," series to be syndicated by ABC Films, a subsidiary of American Broadcasting-Paramount Theatres.

The series, work on which began today, is being produced by Sidney Salkow, based on the fictional character created by Frank S. Gruber. Jock Mahoney will be starred.

get your message across with

SPECIAL TRAILERS

by national screen service



AB-PT Plans Cleveland Critics Cite 'Anatomy of a Murder'

(Continued from page 1)

annual meeting of AB-PT affiliates to be held at the Concord Hotel, Kiamasha Lake, N. Y., March 24-25.

Hyman has been conferring with all nine distributors in an effort to strengthen the releases for April, May, and June. His plans include an arrangement for the AB-PT affiliates to tie-in with the basic advertising departments of each of the nine distributors in mapping custom-built, tailor-made campaigns on the quality product which will be available during the drive period.

The ensuing campaign will be included in a kit which will be sent to approximately 3,000 exhibitors who have endorsed "orderly distribution." The kit will also include a new release schedule which will be highlighted by Hyman's "Report from Hollywood."

Will Transmit Studio Views

The latter will contain a review of all the product Hyman views at the various studios which he will visit beginning Feb. 14 for a period of two weeks, and will also include a resume of the exchange of ideas resulting from discussions at the studio.

Hyman has declared that, in his opinion, a concerted drive effort along the lines planned, co-ordinated with the quality pictures that will be available in April, May, and June, will make possible in that period the greatest opportunity for improved profits that the industry has had in the last few years.

Begin Billboard, Neon Signs for 'Spartacus'

Taking another step in its long range pre-selling campaign on the Bryna production, "Spartacus," Universal-International already has started erecting billboards and neon signs throughout the country, it was announced yesterday by David A. Lipton, U-I vice-president.

With the release of the Super Technirama-70 production still many months off, it was estimated that 1,750,000 people a day currently are being exposed to billboards already erected on some of the busiest highways. This number will be increased to millions more each day by mid-summer as additional boards are placed in many other strategic spots.

"The launching of this outdoor ad campaign is the third phase of our extensive pre-selling effort simply to establish the slogan '1960 is the Year of Spartacus,'" Lipton said. "The first two steps covered the most extensive newspaper advertising campaign we ever have scheduled, aimed at exhibitors, and the literal 'saturation' of radio airwaves, to reach the public, with 'Spartacus' spot announcements with the slogan on New Year's Eve."

Special to THE DAILY

CLEVELAND, Jan. 19. — The Cleveland Critics Circle today honored "Anatomy of a Murder" as the Best Picture of the Year. Otto Preminger, producer-director, accepted a golden statue, a memorial to Leonard Greenberger, for producing the film.

Rube Jackter, vice-president and general sales manager of Columbia Pictures, speaking on behalf of distributor of the award-winning film, noted that the public has made it one of the top boxoffice grossers of the year. He lauded Preminger for making pictures with ideas, and told the gathered officials, press and exhibitors, "1959 saw a new high in film quality, a new high in the number of quality films with solid ideas. These films, with something to say, interestingly and effectively, are responsible for the resurgence of motion picture attendance over the last year."

Name Pallbearers for Bell Services Today

Rites for Ulric Bell, executive assistant to 20th Century-Fox president Spyros P. Skouras, will be held today at the Frank E. Campbell Funeral Church here at 11:30 A.M. Bell died on Sunday.

Honorary pallbearers for the ceremony will be: The Honorable Christian Herter, Secretary of State, Hon. Thomas K. Finletter, former Secretary of the Air Force, Skouras, Donald Henderson, Jack Miller, Alex Harrison, Peter Levathes, Edward E. Sullivan, Herbert Bragg, Alan Silverbach, Melvyn Douglas, Turner Catledge, James Reston, J. G. Hayden, George Rothwell Brown, Gould Lincoln, Robert L. Riggs, Lowell Mollet, Lyle Wilson, Norman Cousins, George Field, Roy Wilkins, Maxwell Kriender, Digby Chandler, Harry O'Connor, Harry Nordhausen, Leo Cherne, Arthur Goldsmith, Don Donaldson, Peter Cusiek, David Ject-Key, Robert Hinckley, Herbert Agar and George Condon.

Burial will be at Arlington National Cemetery, Virginia.

Fox Sets Four for February Release

Twentieth Century-Fox will release four pictures during the month of February.

In addition to "Sink The Bismarck," which will have a gala global premiere on the 11th, the film company will also release "The Wind Cannot Read," starring Dirk Bogarde, "Three Murderesses," in De Luxe Color, and "When Comedy Was King," a compilation of old films made by the screen's best-loved comedians.

UA Meeting

(Continued from page 1)

ing the meeting will include Al Western division manager; Mi Cohen, Eastern and Canadian manager, and Sidney Cooper, and Southern division manager.

District managers participating include Gene Tunick, Eastern; Hendel, Central; William Southern; F. J. Lee, Midwest; Clark, Western, and Charles S. lin, Canadian.

Harry Goldman, Chicago manager, and Bud Ederle, New branch manager, also will attend.

Film Dividends We Higher in December

Special to THE DAILY

WASHINGTON, Jan. 19.—It reported cash dividend payments the motion picture industry in December totaled \$4,648,000, compared with \$3,354,000 for the month a year earlier. The cumulative totals for the years 1959 and 1958 were \$25,612,000 and \$21,400,000, respectively, according to Commerce Department figures.

O'Leary Heads Guild

SAN FRANCISCO, Jan. 19. — J. O'Leary, sales manager of Century-Fox here, was elected president for 1960 of the Catholic Entertainment Guild of Northern California and Charles J. Maestri, Lippe, is chairman of the board. Officers named are A. R. F. Strand Theatre, first vice-president; William Boland, Hardy Theatre, second vice-president; Paul Seaton, 20th-Fox treasurer; Kay Ivers, M-G-M, recording secretary.

The finest carbons ever made.

NATIONAL TRADE MARK

PROJECTOR CARBONS

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Bismarck' TV Drive Crowned on 'Journey'

National television campaign on Century-Fox's "Sink The Bismarck" will be formulated in exactly the same way as the recent, highly successful "Journey to the Center of the Earth" campaign, Charles Einckampfer president, said yesterday.

A special telegram to all 20th Century-Fox managers and regional advertising managers, Einckampfer declared "Bismarck" to be their "perfect for TV advertising," and furnished details that the film company has prepared different sets of TV trailers. The first set, designed to appeal to the general audience, features action from the film, and will be shown on or adjacent to young programs. Another set has Ed Bradley Murrow prefacing and narrating in documentary form, the chase of the German vessel, which will be shown in late-evening and news shows.

Women's Feature Planned

The first set will feature a female personality like Jinx Falkenburg, speaking to women in the TV audience, and will be placed on daytime and appeal programs. Einckampfer suggested the TV campaign to run for two weeks in advance of each set, to gather the greatest momentum and impact. He said the film's box office strength of "Journey" proves the value of using it as a major sales tool. Similar campaigns are now being planned for "Dog of Flanders" and "Masque of the Congo Jungle."

Paramount Stars Guests at March of Dimes Show

Special to THE DAILY

LAKE CITY, Jan. 19. — John Baker, Columbia Pictures star, and Ann Considine were guests of the March of Dimes breakfast at the Hotel Utah.

On Saturday Columbia Pictures star Ingrid Berg is scheduled to make an appearance here at the March of Dimes fashion show at the Terrace Room. She will be accompanied by her husband Francois Mareuil.

Television of Columbia Pictures

Paramount motion picture stars are appearing here through the courtesy of Columbia Pictures, recently acquired television and radio stations featured in the annual fund drive of the March of Dimes.

Recognition for Wayne

DALLAS, Tex., Jan. 19. — John Wayne will receive a special citation from the Headliners Club of Austin on January 30 for his film "The Sons of a Wild Women" a United Artists release. The club's Texas-wide membership, including journalists, prominent businessmen and professional men, and members of the state's literati, annually award half a dozen prize-winning writers and photographers—and three other prominent Texans, who are adopted.

Woolf, Angel Take Trade Ads in Reply To Ban on Their Films by Exhibitors

By WILLIAM PAY

LONDON, Jan. 19.—Producers John Woolf and Daniel Angel issued quick replies to the decision of Cinematograph Exhibitors Assn. to recommend its members to ban their films. The ban was a reprisal against the sale of 55 films which have appeared on ABC TV, Granada and Southern Television, is also printed.

In a series of trade press advertisements the producers asked:

"How did it happen that 300 feature films, not one of which was supplied by either of our companies, were shown on TV during 1959?"

"If it is a fact that the televising of feature films is injurious to cinemas how is it that they are regularly televised by A.B.C. Television (wholly owned by Associated British Picture Corporation); Granada Television (wholly owned by Granada Theatres); and Southern Television (in which the Rank Organisation has a major interest)?"

"Need we remind you," said the producers, "that these three immensely powerful groups are not only members of your association, but are also influential members of your general council? Can there be one law for certain big cinema owning groups and another for film producers?"

The replies conclude with the comment: "Why has the Film Industry Defence Organisation (FIDO) never published a list of films it has acquired since its inception? Could it be that the list would be insignificant?"

A list of all the old cinema feature

films which have appeared on ABC TV, Granada and Southern Television, is also printed.

Questioned by newsmen after the announcement of the boycott, John Woolf said there are no bookings at present of his most recent production, "Room at the Top," which is distributed here by British Lion. He had plans for making one film at present, but as this was being made in Cinerama it would be shown only at the London Casino, which was not a member of the CEA.

"It was our intention," said Woolf, "to use the proceeds of the television deal for new British films. Our films in the past 10 years have earned £3 million currency."

Major Angel stated: "We have sent a letter to the CEA submitting all the facts, including the legal ones of this case, in order to prevail on them from taking the action they have done. We are now taking steps to safeguard our interests and can make no further comment."

The most recent Angel films likely to be affected by the boycott are "The Sheriff of Fractured Jaw," distributed by 20th Century-Fox; "Reach for the Sky" and "Carve Her Name with Pride," both distributed by the Rank Organisation.

Unaware of SE&T Stock Sales: Fox

By E. H. KAHN

WASHINGTON, Jan. 19.—Counsel for Matthew Fox, president of Skiatron of America, today told Securities and Exchange Commission hearing examiner Robert Hislop that he intends to show that Fox had no knowledge of sales of the stock of Skiatron Electronics and Television, Inc. by Judson Commercial Corp., a finance firm. He added that Fox had been assured by Judson as late as September, 1959, that not a share of this stock had been sold.

Judson President Testifies

Questioning of Morton Carlin, president of Judson, brought out, however, that all but 500 of the 87,500 shares of Skiatron Electronics pledged by Fox as collateral for loans totaling \$604,000, had been sold.

Francis J. Purcell, attorney for Fox, told the hearing that the proceedings, which could result in a permanent ban on trading of Skiatron, are based in part on the fact that stock had been sold before its registration with the SEC became effective. He said he was attacking Carlin's credibility as a witness, and that if he could show a pattern where Carlin sold collateral without notifying the borrower—and in one other case, at least, without a default on a loan—then he thinks he can show that the same thing happened to Fox, and that Fox "had no knowledge of the sale of the security."

Says Assurance Given Levey

Julian Jawitz, attorney for Skiatron's president, Arthur Levey, said that Levey had been assured by Fox—who based his statement on assurances from Judson—that he still owned his stock.

In a letter from Judson dated Sept. 18, 1959, the company made formal demand on Fox for repayment of \$575,000 plus interest and charges. Purcell noted that this gave Fox no credit for the proceeds of collateral sold. Carlin conceded that if Fox had paid the \$575,000 before the Sept. 22 deadline set by Judson, the finance company could not have delivered the collateral that Fox had originally deposited.

Carlin asserted that he had no recollection of being told by a business associate, Joseph Wolf, of a telephone conversation Fox (who was then in California) had with Wolf with regard to the whereabouts of Skiatron stock pledged by Fox.

Carlin admitted that Judson sold 12,000 shares of Skiatron in June and July, 1959. He also conceded that Judson had sold Skiatron stock in March, 1959, even though it collateralized a note on which interest was not due until April 6. Under its loan agreements, Judson can use collateral as it sees fit. Thus, it would appear possible for collateral securing a loan not in default to be sold when a different loan to the same borrower went into default.

DeMille Dead a Year; Para. Sets Observance

Paramount tomorrow will observe the first anniversary of the death of Cecil B. DeMille with commemorative ceremonies throughout the U. S. and Canada.

A minute of silence will be observed at 11 A.M. in each time zone at the studio, at the home office and at every Paramount branch office. A special ceremony will be held on the Coast in the Paramount studio restaurant, where the space formerly occupied by the producer's luncheon table will be set aside as a permanent "shrine" in his honor.

The barn which DeMille used as a studio in making "The Squaw Man" in 1913 is now located on the Paramount lot and has been designated as a California historical landmark.

Committee May Finish Wage Bill Study Today

From THE DAILY Bureau

WASHINGTON, Jan. 19. — The Ways and Means Committee today continued working on the bill introduced by Hale Boggs (D., La.) to permit deferral of U.S. tax on foreign corporate earnings. Committee chairman Wilbur Mills (D., Ark.) said that the group hoped to be able to finish work on the bill tomorrow.

'Sapphire' Big Here And in New Jersey

"Sapphire," the Rank Organization film, released in the United States by Universal-International, is rolling up impressive business and holdovers in the Greater New York area while continuing its New York first-run engagement which started at the Sutton Theatre and has continued at the Murray Hill Theatre, the company said yesterday.

The picture has been held over for a third week at the Paramount Theatre in Newark after outgrossing the films at the other four first-run Newark houses on both its first week when it did over \$14,000, and on its second week when it did over \$10,000. It also had a strong three-week run at the Lyric Theatre in Asbury Park where pictures normally play one week.

It started the 13th week of its New York first-run engagement at the Murray Hill Theatre yesterday after rolling up over \$35,000 on its first four weeks there, following its seven-week run at the Sutton, which brought close to \$90,000.

Pokrassa Aide to Serlin

Abraham Pokrassa, who joined the Radio City Music Hall publicity staff in 1958, has been named press representative and will work as general assistant to Edward Serlin, director of publicity and press relations.

Columbia's "THE MOUSE TA IT SHOULD RUN FOREVER!

(...AND IT IS DOING JUST THAT IN E
SITUATION...IN BIG CITIES AND SUB

WASHINGTON, D. C., 13th week...NEW YORK CITY, 13th wee
CHICAGO, 9th week...ATLANTA, 4th week...BALTIMORE, 4th
4th week...CLEVELAND, 4th week...AKRON, 4th week...CIN
DAYTON, 4th week...COLUMBUS, 4th week...DETROIT, 4th w
week... PHILADELPHIA, 4th week... PORTLAND, 4th week... S
LOS ANGELES, 4th week... NEW HAVEN, 4th week... SAN DI
CITY, 4th week...SAN ANTONIO, 4th week...SAN FRANCISCO
4th week...ST. LOUIS, 4th week...MINNEAPOLIS, 4th week...
MILWAUKEE, 4th week...LOUISVILLE, 4th week...MIAMI, 4th
4th week...CORAL GABLES, 4th week... DAVENPORT, 3rd we
3rd week...RICHMOND, 3rd week...PROVIDENCE, 3rd week...
DALLAS, 3rd week...MEMPHIS, 3rd week...SACRAMENTO, 3

...and many, n

"ROARED" IS WONDERFUL...

MAN NADEL
Ohio Citizen Journal
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N, 11th week
LORADO SPRINGS,
4th week
RT WORTH, 4th
CITY, 4th week
week... KANSAS
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MIAMI BEACH,
QUERQUE,
RGH, 3rd week

re holdovers!

Sat., Dec. 26, 1959, Cols., O. * Citizen-Journal

The Lively Arts
By Norman Nadel

World 'Mouse' Wonderful ---It Should Run Forever



1959 will exit laughing, and 1960 will come in the same way, for those lucky people who see one-year out and the next in at the World Theater. "The Mouse that Roared," which opened Christmas Night, is a perfect jewel of a comedy—satirical, delightful and hysterical. Plan to see it six or eight times; it's that funny.

This will not surprise any of you who have read Leonard Wibberley's little novel of the same title, which also is worth repeating. As a fable of our time, "The Mouse That Roared" is as pointed and pertinent as it is wholesome.

WHOLESAOME as fresh air, the color-photographed story begins in the world's smallest nation, Grand Fenwick, somewhere in Europe. Its wine trade threatened by a California imitation, the little Duchy decides to recoup its exchequer by declaring war on the United States—and losing. The citizens know from history that any country defeated by America is immediately reconstructed in better shape than it had been before.

The campaign, waged by 20 archers in chain mail, is a hilarious satire. So much of it comes close to truth that you begin to suspect that such a weird "war" really could happen. Even funnier troubles develop when Grand Fenwick accidentally wins the war—how and why, you will learn from the movie.

DIRECTOR Jack Arnold and his cast have stuck so close to the spirit of the original story that not a snicker, guffaw or giggle has been sacrificed in bringing it to the screen.

In fact, many laughs have been added — by little touches that simply cannot be catalogued or described in print: when you see the movie, you'll know exactly what we're referring to.

Not since Alec Guinness hit the screen has England turned up a comedian as versatile as Peter Sellers. In "The Mouse That Roared" he plays:

- Tully Bascombe, game-keeper and legendary leader of Grand Fenwick forces, who heads the expeditionary force that wages war against the U. S.
- Mountjoy, prime minister of Grand Fenwick, and hatcher of the wily plot.
- Gloriana, duchess of Grand Fenwick.

EACH IS A PRECISE and priceless impersonation. The seasick Tully, enduring the romantic overtures of a scientist's daughter, is classic comedy. Gloriana, with a few lines of gestures, spells out the whole 500-year tradition — touching and ridiculous — of Grand Fenwick.

Jean Seberg is bright and charming as the American girl taken prisoner; her best casting to date. (She's the Iowa girl who was chosen to star in the ill-fated recent film version of "Saint Joan.")

David Kossoff plays her father, the scientist. William Hartnell is ideal as Will, ex-British Army sergeant now aide to Fenwick's commander.

IN ALL, "The Mouse That Roared" is wonderful. It should run forever.

CARL FOREMAN presents

The MOUSE that ROARED!

IN EASTMAN COLOR

STARRING PETER SELLERS • JEAN SEBERG • Screenplay by Roger MacDougall and Stanley Mann
From the novel by Leonard Wibberley • Produced by Walter Shenson • Directed by Jack Arnold
a Highroad Production • a Columbia Pictures Release



Strike Parley

(Continued from page 1)

points. The atmosphere was friendly. Progress, however, was nil.

"Guild representatives stressed the reasonableness of the guild's demands as illustrated in the contracts already signed with independent producers. They emphasized the guild's strong convictions that there are no insurmountable problems between the guild and the producers.

"Accordingly the guild remains ready and willing to negotiate on the issues at any time."

No statement or comment was made by company presidents.

Meet with Directors

As an adjunct to their agenda in meeting with the Hollywood guilds, the major motion picture company presidents held a session this afternoon with Screen Directors Guild representatives to exchange viewpoints.

British Actors' Equity Association, has pledged in writing to the Screen Actors Guild that in the event of a guild strike against American motion picture producers, British Equity will do everything within its power to prevent "runaway production" by American companies.

Additionally, British Equity has presented the guild's case to the executive committee of the International Federation of Actors, which has authorized the federation's secretariat "to send an urgent recommendation to the actors' union of any particular country in which any American company might seek to undertake runaway production, that the union concerned should ensure that the services of its members would not be available for that purpose."

NTA Deal Seen Vital

Announcement by Oliver Unger, president of NTA, that his firm has acquired for television distribution 30 post-1948 theatrical features made by Regal Films, Inc. for 20th Century-Fox is of great significance in the current contract negotiations between the Screen Actors Guild and the major motion picture producers, according to a SAG statement.

Under Regal's contract with the guild, Regal is legally obligated to pay to each actor in the casts of the pictures in question an amount equal to 15 per cent of his earnings in the picture when it is sold to television. Figures supplied to the guild by Regal show that actors earned a total of \$634,802 in the 30 pictures.

In the guild's current negotiations with the producers, the chief stumbling block is the producers' refusal to agree to any payment hereafter for actors' television rights in theatrical films.

AROUND THE TV CIRCUIT

... with PINKY HERMAN

LEE J. COBB's first starring role in a telefilm series will be brought to the home screens next Fall thru the ABCchannels. The dramatic half hour anthology series, "For Men Only," will be produced by Desilu Productions. . . . Nick Vanoff will produce-direct the next Bing ABCrosby special Show, Feb. 29 for Oldsmobile. Featured with the Groaner will be Perry Como and the Crosby Boys. . . . Kae Garson, talented young songstress, whose current Golden Crest platter of the oldie, "Take Your Girlie To The Movies" is zooming the Edgar Leslie-Pete Wendling ditty into the Hit Parade element for the second time, will guestrill next Monday on Joe Franklin's "Memory Lane" program TVia WABC. . . . Former Olympic Skating Champion Dick Button, has been CBSigned to cover the Winter Olympic Games next month at Squaw Valley. . . . Because of the shift to the coast (he prefers staying here in the East) Lester Krugman has resigned as advertising director of National Telefilm Associates. . . . Handsome Merrill Kaye, a protege of Meyer Davis and one of his most popular young Maestri, has the inside track to baton a new TV musical series aimed at Young America. . . . Richard Rodgers has been pacted by ABC to compose original music for a forthcoming teleseries based on the life and memoirs of Sir Winston Churchill. . . . MGM-TV has just shot a pilot for a new half-hour action series, "The Paradise Kid," starring Dick Chamberlain. Created by Paul Monash, the series will be produced by Monash with Arthur Hiller, megging. . . .



Ernest Hemingway's "The Snows of Kilimanjaro," will be a 90-minute CBSpecial, March 25 when it will be sponsored on the Buick-Electra Playhouse. Produced by Gordon Duff, the program will co-star Richard Burton and Sally Ann ("My Fair Lady") Howes. . . . Allied Artists' initial TV series undoubtedly takes into consideration the popularity of "westerns" and "Whodunits" because it combines both in its "Simon Lash, Detective" program. Created by Frank Gruber, the 39 segs will be produced and directed by Sidney Salkow for syndication by ABC-Films and will star Jock Mahoney. . . . Torme (the MELvet fog) will guestrill on the "Garry Moore CShow" March 29. . . . The picture gallery that adorns the walls of Paul Taubman's famous Penthouse Bistro, overlooking Central Park, consist of TV luminaries with whom he's been associated on the nets. Included are Merv Griffin, Hugh Downs, Kate Smith, Vaughn Monroe, Tony Randall, Jayne Mansfield, Charlton Heston, Gene Rayburn and John Larkin, (what-No Pinky Herman Pix?—we've cleffed 14 songs with Taubman.) . . . Paul Orr, ass't producer of several CBSpecials and who acted in a similar capacity when Jack Paar was on that radio network, will succeed Bill Anderson as producer of the "Jack Paar Show." Incidentally, that third of the nation (early to bed-early to rise folk) who cannot stay up late to catch Paar's programs, will be able to see him in "Paar-son" when he stars Tues., Jan. 26 (9:30-10:30 P.M.) in "Ford Startime" production, "Wonderful World of Jack Paar."

Marcus Plan

(Continued from page 1)

Association's general sales managers' committee; Robert Ferguson, of the MPAA advertising-publicity directors committee, and Charles Simonelli, former chairman of the latter committee.

Sitting in at the session were James Velde, chairman of the MPAA sales managers committee, and Charles McCarthy, Compo executive director, and Alec Moss, special assistant.

Marcus explained details of the plan, successfully utilized throughout Wisconsin. It entails selection of a picture with box office promotion possibilities for extensive regional exploitation, particularly on radio, with widespread exhibitor participation, and with distributor cooperation.

Martin, Ferguson and Simonelli comprise a working committee for

Ia.-Neb. Allied

(Continued from page 1)

president of national Allied at Miami Beach last month.

Plans for additional organizational activities and of current problems of independent exhibitors in the two-state area were discussed under the chairmanship of Myrick and of Charles Jones, secretary of Iowa-Nebraska Allied.

sales managers and advertising-publicity directors charged with preparing the Marcus plan for tryouts in three key areas, possibly Pittsburgh, Minneapolis and a Southern center. If the proper results are obtained, the plan might be extended nationally.

Further study of the plan and preparations for its tryouts will be undertaken before a start is made.

IENE Resign

(Continued from page 1)

tion, and it is only fair to the national organization that this action be taken. The board of I.E.N.E. directed its resignation be presented to the national Allied board, presumably at a next meeting in March.

Allied Theatre Owners of New Jersey had asked for a special meeting of the national board "before Feb. 6, discuss the internal problems that I confronted the organization since annual meeting and election of officers at Miami Beach in December. At meeting, Al Myrick of Iowa-Nebraska Allied was elected president in a surprise move initiated by the so-called militant Allied element, upsetting more or less traditional order of succession which would have elevated Edward Lider of I.E.N.E. from national Allied treasurer to president. Lider was backed by the so-called Allied "moderates."

Compo, ACE Issues

While the election upset was responsible for some discontent in the ranks, the militant element's policies involving the organization's relations with such cooperative industry groups as the American Congress Exhibitors and Council of M. P. organizations also figures importantly in the internal division, as does the status of Abram F. Myers, chairman and general counsel, in Allied.

With New Jersey's request for a special meeting of the national board to all intents and purposes has been rejected, discontent in that organization's ranks is reported to be flaring anew. However, Jersey Allied officials on Monday said they plan no emergency action and expect to wait for the convening of the regular spring meeting of the national board.

Midwest Situations Recalled

Rumors of strong dissatisfaction with national policies on the part of Allied T. O. of Michigan and New Central Allied also have been rife.

Glassman told reporters he felt New England Allied will continue to be an influential force among independent exhibitors in its area that it would proceed as scheduled with plans to hold an all-day convention of drive-in theatre owners on Feb. 2, and that there will be no change in its plans to hold its annual convention in September at Chatham, Mass.

Myrick Not Advised Yet Of IENE Withdrawal

SIoux CITY, Ia., Jan. 19.—Al Myrick, national Allied president, said he had not been advised of the resignation today of Independent Exhibitors of New England from Allied Status and accordingly could not comment on the action.

Here to attend a meeting of the home organization, Allied T. O. Iowa-Nebraska, Myrick first learned of the New England action from MOTION PICTURE DAILY reporter. He said he assumed the official notification had been sent to his home in Lake Park, Ia., and that he preferred not to comment until he had seen

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45 w. 45 st. n.y.c.

**background
music scoring**

ci-6-4061

**Portland 70mm Theatre
Open Doors Today**

Special to THE DAILY

PORTLAND, Ore., Jan. 19.—The Box, a new, \$250,000 downtown theatre equipped for 70mm although it has only 640 seats, will open with Metro-Goldwyn-Mayer's "Hur."

The theatre, new Portland outlet of Lamrick Theatres Corp., boasts 100-foot-wide, wall-to-wall screen and a six-track sound system. About half of the theatre's seats are of the "wing chair" variety. The Music Room also has a 159-seat balcony.

Boston Exhibitors

(Continued from page 1)

of American Theatres Corp., Interstate Theatres, Stanley Warner Theatres, Affiliated Theatres, Middlesex Cement Co., Smith Management & B&Q Associates, and some independents.

Dealing for U.A. were Milton Rosen and Gene Tunick from the New York office and Harry Segal, local district manager, in whose office the meeting was held.

Several exhibitors asked for an immediate playdate after Boston; others at 7 or 14 days, even if the downturn continued. All were anxious to cure an earlier run.

Rosen and Tunick returned to New York late last night, and are expected to announce their decision from there. Although many of these circuits asked for conciliation meetings individually with the various film companies, this was the first round-table discussion held in this area. In the opinion of many of the circuit executives, the airing of clearance problems in this manner is the best method of handling the situation.

Global Meet

(Continued from page 1)

Company's Caribbean Zone sales conference.

A series of global conferences, initiated by Rackmil and Aboaf in Europe in December, and scheduled to be followed by a Far Eastern sales conference in Japan in March, are being headed by the top home-office executives to discuss new release and promotion plans with the overseas representatives and key exhibitors.

Rackmil and Aboaf, assistant foreign manager Ben M. Cohn, and Latin American supervisor Al Lowe will be joined by key U-I executives from the Mexican area from Jan. 23 to 28, during which Rackmil, Aboaf and Lowe will travel to Rio de Janeiro, Brazil, for a conference with the company's South American managers in commencing Jan. 29.

REVIEW:

The Last Voyage

Stone—Metro-Goldwyn-Mayer

ANDREW STONE HAS written, produced and directed a smashing story of a sinking ship, a tale grim and excessive as its title implies. "The Last Voyage" of the S.S. Claridon is fired by a chain of physical and emotional horrors, and although ocean-going melodramatics splash about the vessel as inevitably as the sea, these seem relevant and inoffensive because Stone gives the audience no leave for conjecture. The film will appeal to everyone who enjoys an exciting story which is told swiftly and thoroughly.

An omnipotent observer narrates the event in a tone dry with pity and despair. Aboard the luxury liner 1,500 passengers rock gaily for a reel or two, until a fire breaks out below and a boiler blows up, ripping a hole through all decks. The passengers panic but the captain, George Sanders, who at first is presented as a noble and resolute sort, is anxious but comforting. He is determined to keep his charge afloat, come hell or high water, the latter of which greets him eventually. It is left for the audience to determine whether or not Sanders should also be rewarded with the former. But because the great majority of the passengers survive, a vote taken among them probably would allow the captain a kinder end; he did the best he could in a situation far beyond one mortal's solution.

The story also is pegged to the passengers, notably husband and wife Robert Stack and Dorothy Malone and their child, Tammy Marilugh. The force of the blast has ripped apart their cabin deck, trapping Miss Malone beneath a heavy strip of metal and isolating her daughter on an inaccessible ledge on the opposite side of the room. In a frightened sequence Stack rescues the little girl, then rushes off to find means to save his wife.

CONFRONTED ON THE BRIDGE by his officers, Sanders ponders decisions which could scuttle his career: to abandon or not to abandon? His engineer, Edmond O'Brien, lets fly with the facts: the ship is going down, nothing can save her. Sanders wavers and the audience learns the captain is fighting not only the moment but also his professional contempt for failure and disgrace at a time when his promotion to commodore of the fleet is in order. He decides to abandon.

Meanwhile, Stack puts his daughter into a lifeboat then, aided by Woody Strode, an oiler who is one of the few temperate souls left aboard, ascends with equipment to help free Miss Malone. But they lack what they need most, an acetylene torch.

O'Brien, furious because Sanders has ordered aid to Miss Malone instead of to the engineer's two crewmen drowning below, levels the captain with abuse which whips Sanders into an incapable adolescent state. Just as a rescue ship arrives, Sanders is killed when a toppling funnel crushes him. Miss Malone, up to her nose in water, is spared by the arrival of the torch. The lucky ones swim to a lifeboat and watch the ship go down.

Stone sinks his ship expertly. The cameras move about the doomed vessel, from immersed boiler room to desolate dining room, from promenade deck and screaming passengers to the last sanctuary, the captain's bridge. All this is accomplished in sharp counterpoint which a range of color further intensifies. Morally, the story is all Sanders' but Stack is a brave and devoted husband and Miss Malone doesn't have much to do but suffer, pinned down as she is during most of the film. O'Brien's performance is human and sympathetic because his character is developed more or less fully.

Running time, 91 minutes. General classification. Release, in February.

SAUL OSTROVE

'Ripper' Drive

(Continued from page 1)

"Jack The Ripper," which will be distributed by Paramount Pictures next month.

Levine, who plans to spend \$1,000,000 exploiting the film, told his cocktail party audience at Sardi's Restaurant of his local "recipe" which calls for sales campaigning on five area radio stations and WRCA-TV, the *New York Journal-American* Sunday supplement of Feb. 14 and the *New Yorker* magazine. "Jack The Ripper" also will be exploited in national news and general magazines and in motion picture fan periodicals. Hard and soft cover editions of the book already have been published in conjunction with the film's release.

Classification Bill

(Continued from page 1)

"should be given the widest latitude, so that it could effectively classify films to which persons under 18 would not be permitted," in a statement made today by Assemblyman Daniel M. Kelly, Manhattan Democrat.

"First," he said, "I favor the abolition of film censorship for adults. I would abolish licensing as to individuals over 18 and take away the power of the division to control what pictures those over such age should see. I would rely on the good tastes and moral upbringing of persons more than 18 to penalize the industry, by not patronizing objectionable pictures."

Meanwhile, assemblyman Luigi R. Marano, Brooklyn Republican continued seeking support for his bill, authorizing the motion picture division, or when authorized by the Regents, a local office or bureau, after the examination of a film, to classify it as restricted under standards to be established by the Regents, to be shown to adults only, to make it unlawful to permit the admission of persons under 18, with a fine of \$25 levied on the exhibitor for any violation.

The assemblyman also spoke this afternoon with Dr. Hugh M. Flick, former director of the motion picture division and present executive assistant to Dr. James E. Allen, Jr., state education commissioner. Marano showed Dr. Flick the *MOTION PICTURE DAILY* story outlining his reasons for advocating the proposal.

Flick, who was at the capitol with Dr. Allen for a "conference on education" promised comment next Monday. Commissioner Allen may also discuss classification.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales
Offices
and
Warehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

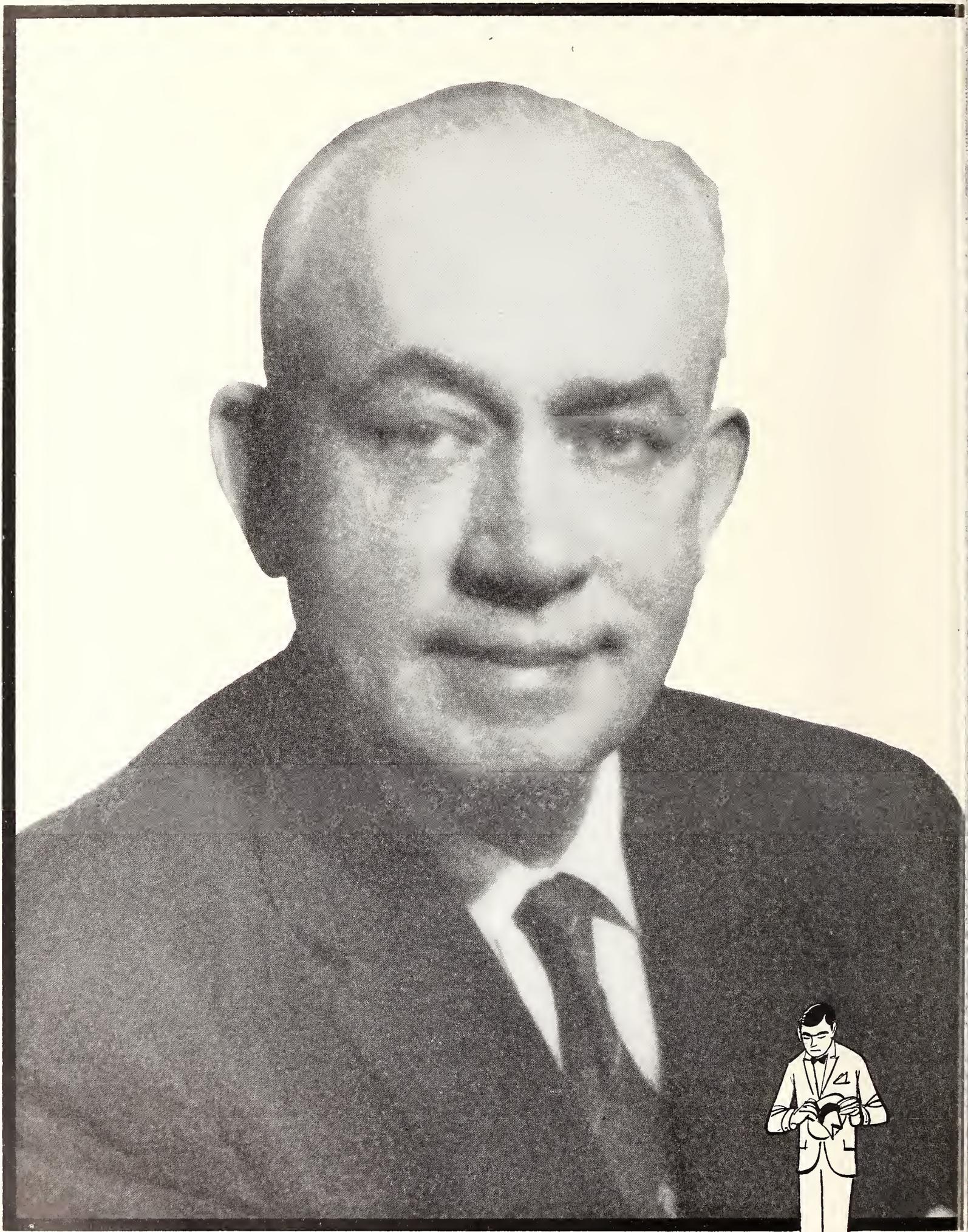
1355 Conant Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

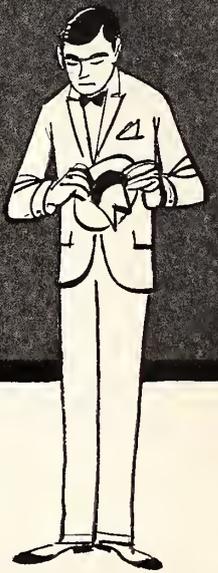
Quality
photographic materials...
backed by more than half
a century of experience.



THE GEVAERT COMPANY
OF AMERICA, INC.



'bye, Ulric



MOTION PICTURE DAILY

TORIAL ccess in '60s' — re Than a Slogan

By Sherwin Kane

CENT survey of probable production for 1960, made by a national exhibitor organization, indicated about 250 releases for this compared to 224 last year.

According to the same survey, the total increase in film output this year over last, will be accounted for in large part by Paramount, which effectively called industry attention through the medium of an open page product announcement in a special issue of MOTION PICTURE DAILY to its appreciably enlarged schedule of releases for 1960.

Paramount announcement created a total of 33 top-quality releases, completed, editing, shooting and being prepared for filming.

The expanded schedule is a manifestation of Paramount's belief in its worldwide distribution chief George Weltner calls "Success in the Sixties." For the product which Paramount offers so pridefully now is decided to begin the decade with a new lead-off year.

Examination of the titles and casts in the announcement would appear to indicate that the phrase "Success in the Sixties" is no mere slogan but, rather, an apt designation of the market prospects of the production view, and for the ensuing years of the decade, if the releases in each of this year's. For virtually every production listed has on it the unmistakable marks of entertainment quality—high budget production values, appurtenances of showmanship, and each will be supported with a rate, all-media merchandising.

Every exhibitor is aware, reaffirming faith in the industry's future are plentiful, especially since the upturn in theatre attendances and office grosses began to be manifested in mid-1959. Such declarations, however heartening, carry little conviction, however, unless they are supported by action in keeping with the confidence professed.

That, we believe, is exactly the situation that the Paramount announcement performs. It is what lifts "Success in the Sixties" out of the realm of slogans, and demonstrates that Paramount's money is where its faith is.

Mich. Allied Pushes Minimum Pay Fight

Special to THE DAILY

DETROIT, Jan. 20.—Members of Allied Theatre Owners of Michigan have responded "in an excellent way" to the organization's request that they write their Congressmen to secure exemption for theatres from the Federal minimum wage bill. This was reported today by Milton H. London, president, at the monthly board meeting of Michigan Allied.

London said that he will soon leave for Washington to make personal contacts with the legislators to impress them with the necessity of not putting theatres under the wage law.

London also presented a report today on the national Allied convention in Miami last December. He said later

(Continued on page 3)

Ad in 'Readers Digest' To Promote 'Flanders'

"A Dog of Flanders," 20th Century-Fox release, will be promoted in the March issue of *Readers Digest* through a full-page ad containing a by-line story by Quentin Reynolds. Announcement of the special promotion, which will cost over \$50,000,

(Continued on page 6)

Allied's E.D.C. Hits B.V. Sales Policy on 'Beauty'

From THE DAILY Bureau

WASHINGTON, Jan. 20.—"Buena Vista and the industry lost millions of dollars in revenue in the handling of 'Sleeping Beauty,'" Allied States' emergency defense committee con-

(Continued on page 3)

ABC Vending, with Berlo Support Denies Violating Anti-Trust Laws

From THE DAILY Bureau

WASHINGTON, Jan. 20.—Charges of anti-trust law violation have been denied to the Federal Trade Commission by ABC Vending Corp., Long Island City, N.Y. FTC claims that ABC, the nation's largest commercial operator of vending concessions in motion picture theatres, violated the Clayton Act by acquiring its principal national competitor and its largest competitor in the Philadelphia area. Joining ABC in the denial is its wholly-owned subsidiary, Berlo Vending Co., Philadelphia. The firms ask dismissal of the FTC complaint.

In a complaint issued on Nov. 4,

'Ben-Hur' Hits Second \$1 Million This Week

"Ben-Hur" will tomorrow pass the \$2,000,000 mark in grosses at the 13 theatres in which it has opened so far, M-G-M said yesterday. It hit its first \$1,000,000 on Jan. 3 and the second less than three weeks later.

In most of the theatres it has been running only a few weeks, while in two cities the engagements began just this week. The \$2,000,000 figure will be passed as "Ben-Hur" plays its 750th performance with attendance climbing over the 800,000 mark.

Name New Executives For Shor Theatres

Special to THE DAILY

CINCINNATI, Jan. 20. — Carl Ferrazza, an executive of the S & S Amusement Co., formerly headed by the late Rube Shor, will be in charge of operations of the company's conventional and drive-in theatres in Ohio, West Virginia and Kentucky, under a realignment of S & S just

(Continued on page 6)

N. Y. Bill Would Amend Film-License Charges

Special to THE DAILY

ALBANY, N. Y., Jan. 20. — Sen. John J. Marchi, Staten Island Republican, and Assemblyman Anthony P. Savarese, Jr., Kew Gardens Republican, today introduced a bill amending the education law to increase from \$3 to \$4 the fee for a motion picture license or permit for each 1,000 feet of original film, and

(Continued on page 6)

This Week

Negotiations on Post-'48 Buy To Commence

Marcus, MPI Executive Join in Seeking Libraries

By SAUL OSTROVE

Ben Marcus, Wisconsin circuit operator, will join with representatives of Motion Picture Investors, Inc., in

starting negotiations with a major film distributor on securing its entire post-1948 film library.

Talks will begin either today or tomorrow, Marcus said here yesterday, in announcing coordination of his own program to acquire



Ben Marcus

licensing rights to the films with that of MPI.

Marcus would not give the name of the first distributor to be contacted

(Continued on page 2)

Limited Aid to Industry Seen in Boggs Tax Bill

By E. H. KAHN

WASHINGTON, Jan. 20. — The version of the Boggs (D., La.) bill slated—as things now stand—to be approved by the Ways and Means Committee would appear to be of very limited value to the motion picture industry. The bill permits U.S. companies to set up a special class of

(Continued on page 2)

Skouras Returning to Coast; Johnston Here

Spyros Skouras, president of 20th Century-Fox, is scheduled to return to Hollywood tonight where he will be available for any subsequent negotiating meetings with the Screen Actors or Screen Writers guilds which may be called. Skouras came to New

(Continued on page 3)

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, plans to return to the Coast from here tomorrow, and to be back in New York in another month.

ABRAM F. MYERS, Allied States board chairman and general counsel, will return to his Washington, D.C., office at the weekend from Florida.

A. MONTAGUE, Columbia Pictures executive vice-president, and **JONAS ROSENFELD, JR.**, in charge of advertising and publicity, will return to New York today from the Coast.

OSCAR A. DOOB is in Cleveland from New York for conferences in connection with the premiere of "Ben-Hur" there next week.

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will return to New York today from Boston.

EMERY AUSTIN, of M-C-M's New York publicity and promotion department, left here yesterday for Indianapolis.

FRANK E. SCHREIBER, manager of the Universal branch in Cincinnati, will leave there at the weekend for Chicago.

STEVE KRANTZ, Screen Gems director of programs and development, was in Salt Lake City this week from the Coast.

ROBERT M. STERNBERG and **HY FINE**, of New England Theatres, Inc., have returned to Boston from Hartford and New Haven.

Warner TV Commercial, Cartoon Divisions One

From THE DAILY Bureau

HOLLYWOOD, Jan. 20.—With the resignation of John W. Burton as executive in charge of the Warner Brothers cartoon division, Warner Brothers today announced the merger of its TV commercial and industrial films division with its cartoon division. David H. De Patie, general manager of the commercial and industrial films divisions, has been appointed general manager of the combined divisions.

Under the new management, Warners expects to expand the combined division, has been appointed general 30 theatrical cartoons to be produced this year.

Parley Set for Post-'48 Buy

(Continued from page 1)

but said that ultimately all companies would be approached. Marcus will be joined by Walter Reade, Jr., president of MPI, and J. Robert Hoff, national sales manager for MPI.

Pictures will be sought over an eight year period—from 1949 to 1956. Initial expenditure will be between \$2,000,000 and \$5,000,000, Marcus added, and then predicted that the distributor would receive a return of 300 per cent if the deal is consummated.

Marcus, in discussing plans to buy all rights to the film libraries except possible residuals, said he was "not necessarily" talking for Allied States exhibitors but implied that Allied would back MPI's drive to raise the money. Marcus first presented his plan to acquire the libraries at the Allied States convention last month. The convention endorsed it at that time.

The Wisconsinite said his plan would be to pool all product bought for re-release and then allocate it for

distribution among various selling companies. By doing so, he said, the companies would also achieve a substantial distribution percentage.

"We have 18,000 potential customers ready to buy and play the films, and we should have no trouble in securing 15,000 bookings," he predicted.

Marcus said MPI would try to acquire as many entire post-'48 libraries as it could, working within its present financial limitations. He said \$25,000,000 is required to purchase films in the first phase of the operation.

Turning to his business-building plan, Marcus said results of its application in Wisconsin last month were gratifying. In 22 situations, grosses for December, 1957 exceeded those of December, 1958 by 66½ per cent.

Marcus' merchandising campaigns call for the "hard" sell directly at point of sale, to the customer, with heavy stress laid on mass media advertising.

Boggs Tax Bill

(Continued from page 1)

firm, a foreign business corporation, which would be permitted to defer the U.S. tax on income earned abroad until it is repatriated.

The committee plans to limit eligibility for tax deferral of royalty income paid by foreign corporations in which the U.S. principal has an ownership of less than 10 per cent. In this case—and it would appear to apply in general to motion pictures—tax deferral would be allowed only to the extent that such royalty income is 25 per cent or less of the gross income of the foreign business corporation.

Deferral Clause Rejected

In addition, the committee today rejected a request by the Treasury Department to limit tax deferral to investments in the less-developed countries. It retained the original provision in the Boggs bill permitting deferral on a world-wide basis.

The tax-writing group also agreed to allow firms operating abroad to take a choice of paying U.S. tax on the so-called "per country" or "overall" bases. Once made, however, the taxpayer will have to stick with his election for a five-year period, whether the taxpayer is a foreign business corporation or not.

S.W. Dividend 30c

The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share on the common stock payable Feb. 25 to stockholders of record Feb. 8.

Four New Bookings for 'Feeling' in Mid-Feb.

"Once More, With Feeling," Stanley Donen production for Columbia Pictures release, has been set to open in Philadelphia, Miami, Jacksonville, and Washington, D.C., in mid-February, it is announced by Rube Jackter, Columbia vice-president and general sales manager. The new openings are in addition to the previously announced booking at the Radio City Music Hall next month.

The film will open at the Midtown Theatre in Philadelphia and at the Miami, Miracle and Carib Theatres in Miami on Feb. 10. It will play the Town and Country in Jacksonville on Feb. 17, and the Ontario in Washington, D.C., on Feb. 18.

Campaign for 'Can-Can' Being Planned on Coast

From THE DAILY Bureau

HOLLYWOOD, Jan. 20.—Advertising policies as well as the promotional activity for 20th Century-Fox's forthcoming "Can-Can," are being planned here by Abe Goodman, advertising director, at meetings with Buddy Adler, Jack Cummings producer of pictures, and the stars of the Todd-AO production, which will have its reserved-seat debut here March 10.

Goodman also will meet with National Theatres officials to discuss the slate of 20th-Fox films for the next 12 months.

127 'Solomon' Dates

United Artists' "Solomon and Sheba" will open in 127 key regional engagements throughout the country over the next four weeks.

Winners of 'Northwest' Campaign Announced

Winners of a theatre manager contest on campaigns for "Northwest" were announced here M-C-M yesterday. Ten winners received a total of \$2,300 in prizes.

The contest, judged by leading motion picture trade paper personnel, was broken down into two segments—large and small situations that play "North by Northwest," with identical cash prizes awarded to the five winners in each category.

In the "large situation" segment Edward Brunner of Loew's Valer Theatre, New York City, won the prize of \$500 for his campaign; second prize of \$300 went to W. Hastings of the RKO Orpheum Theatre, Denver, Colo.; Zeva Yovan Loew's Palace Theatre, Memphis, Tenn., garnered the \$200 third prize; Joseph McCoy of Loew's Kar Theatre, Brooklyn, N.Y., received fourth prize of \$100; and the fourth prize of \$50 went to Fred Kunke of the Penn Theatre, Pittsburgh, Pa.

'Small Situation' Division

The "small situation" category prize of \$500 was won by Keith Hendee of the Gateway Theatre, Lauderdale, Fla.; Edward Leigh of the Capitol Theatre, Moncton, N. Canada, earned the \$300 second prize; the third prize of \$200 went to Reeves Addington of the Dallas Theatre, Fordyce, Ark.; Miss M. E. Shir of the Ritz Theatre, Clearfield, Pa., garnered the \$100 fourth prize; the fifth prize of \$50 went to C. Knoll of the State Theatre, St. Falls, S. D.

Judges included Quigley Publications' Richard Certner, James I. and Sidney Rechertnik, and others.

'Gang' Batters 'Capone'

Allied Artists' "The Purple Capone" is outgrossing the company's previous high grossing "Al Capone" in its current engagements, Morey R. G. Stein, vice president and general manager of the company announced.

'Gang' to Victoria

Allied Artists' "The Purple Capone" will open here tomorrow at the Victoria Theatre.

**FOR 41 YEARS THE
BEST AND FASTEST
SPECIAL
TRAILERS**

NEED A GOOD TRAILER FAST?
CALL ON FILMACK.
YOU'LL BE GLAD YOU DID!

CHICAGO 1327 So. Wabash
NEW YORK 630 Ave. C

Michigan Allied

REVIEW:

Pretty Boy Floyd

Le-Sac Prod.—Continental

(Continued from page 1)

Michigan board has arrived at a "positive decision" on its standing with the national organization but will hold up action until the next all board meeting.

The board approved the application for membership of the Fox Theatre, one of the largest in the country. Michigan Allied now has a roster of 300.

Measurer William M. Wetsman submitted a financial report indicating the organization is in a "healthy condition."

M Pushing Its New Exhibitors Told

Special to THE DAILY

SAN FRANCISCO, Jan. 20.—Goldwyn-Mayer is proving its ability of developing new personalities by casting them in major productions and is also prepared to stage important advertising and promotion campaigns to sell these major attractions. Director Vincente Minnelli and advertising manager Clark Gable told 175 exhibitors and press members here today at a luncheon during the campaign for "Home from the Hill."

Minnelli emphasized that Sol C. LaSalle's gamble in casting three unknowns in major roles in one of the studio's biggest productions of the year has paid off. As a result of recognition to the performances of George Hamilton, George Hamilton and Luana Patten in "Home from the Hill," Siegel's grooming them through action rather than words, Minnelli stated.

Outstanding Notes Total \$15,000,000

From THE DAILY Bureau

WASHINGTON, Jan. 20.—United Artists Corp. as of Dec. 31, 1959, has outstanding \$15,000,000 in six percent promissory notes participating in the due June 1, 1974, according to a report filed with the Securities and Exchange Commission.

Buyers are Prudential Insurance Co. of America, \$14,400,000, and Edal Co., a nominee of Puritan Fund, \$600,000. Proceeds were used to ease cash balances and added to special funds to provide additional working capital to be used for financing of forthcoming pictures to be distributed by UA.

J. Film Licensing Trust Suit Dismissed

Federal District Court Judge Edward Dimeck yesterday dismissed an anti-trust suit filed by Mauri Stahl, proprietor of the Lincoln Theatre, Arlington-Kearney, N. J., which had sought \$360,000 damages of major exhibitors, Allied Artists, Republic and others.

The action had charged discrimination on the part of distributor defendants in the period from 1952 through 1956 in the licensing of films.

"PRETTY BOY FLOYD" is a grim, trim, semi-documentary exploitation film of the gangster variety currently in fashion again. This is the first of a projected series of low-budgeted pictures to be filmed in New York by Le-Sac Productions—"Le" for director-writer Herbert J. Leder, "Sac" for producer Monroe Sachson—for Continental Distributing, Inc. John Ericson, who plays Charles Arthur "Pretty Boy" Floyd, scourge extraordinary of the Thirties, is the only player in the group with a Hollywood background. The rest of the cast was recruited from television and off-Broadway theatres.

Floyd's careers as prize fighter, bank robber, killer, then Public Enemy Number One and full-time fugitive, are traced graphically. He is represented sometimes as a sort of self-styled Robin Hood of America's midlands, a benevolent chap who shared his loot with the depression-ridden "Okies" who hid him successfully until finally in 1934, at the age of 30, he was machine-gunned dead by Federal agents after his offer of surrender in exchange for a sentence of life imprisonment was refused by the governor of Oklahoma, a man Floyd took especial delight in harassing.

The film is inundated by an ugly-looking and stagey sea of speakeasy goons and murderers. Brassy underworld names and faces—"Big Dutch," "Bugsy" and the like—are poked in and out. The Mafia's "Kiss of Death" ritual also is observed, when a bitter, double-dealing rubout artist—"Machine Gun Manny"—gets the back of the Black Hand in the head. Prominent, too, are a pasty-faced brace of Prohibition era molls and, of these, one perhaps stands out. She is Joan Harvey, an off-Broadway actress who plays the most tempting of Floyd's many mistresses. Not as gross as the rest of them, she is usually in transit with her boy friend because he is kept so busy running from the law.

Del Sirino and William Sanford composed the jazzy score and in it the acrid flavors of the era's fast living, fast killing, fast loving and tedious justice seem to be preserved. "Pretty Boy Floyd" makes no pitch for immortality as a motion picture, but it is vigorous and diverting, certain to recoup its nominal cost many times over.

Running time, 96 minutes. Adult classification. Release, in January.

SAUL OSTROVE

Name TOA Concessions, Skouras Returning Drive-In Committees

(Continued from page 1)

Chairmen and members of Theatre Owners of America's drive-in and concessions committees were named yesterday by Albert M. Pickus, president.

Van Myers, head of the catering and concessions departments of Wometco Enterprises, Miami, was re-named concessions committee chairman. Other members of his committee are: Edwin Gage of Walter Reade, Inc., Oakhurst, N. J.; James C. Hoover, Martin Theatres, Columbus, Ga.; Spiro Papas, Alliance Theatres, Chicago; Edward Redstone, Northeast Drive-Ins, Boston; Harold Chesler, Theatre Candy Distributing Co., Salt Lake City, and Abe Bloom, Balaban & Katz Theatres, Chicago.

Horace Denning, drive-in circuit executive of Jacksonville, Fla., will again head TOA's drive-in committee. Members of his committee are: Jack Braunagel of Jay D. Bee Amusement Co., North Little Rock, Ark.; Albert Forman, United Theatres of Portland, Ore.; Sam L. Gillette, drive-in theatre owner of Salt Lake City; Philip Smith, Smith Management Co., Boston; Carl Patrick, Martin Theatres, Columbus, Ga.; and Dwight Spracher, drive-in theatre executive of Seattle.

York for the funeral yesterday of his executive aide, Ulric Bell, and will remain through today to fulfill previous engagements.

Eric Johnston, Motion Picture Ass'n. president, who also sat in on this week's meetings with representatives of the guilds in Hollywood, will arrive in New York today to address the American Jewish Committee tonight. It could not be learned yesterday whether he planned to return to the Coast thereafter.

Other company presidents who went to Hollywood for the guild talks are remaining there for the time being.

'World' Prints Will Go In Vaults for 5 Years

Todd-AO prints of "Around the World in 80 Days" will be locked up in bonded warehouse vaults for at least five years after a three-week engagement at the Warner Theatre here, beginning next Wednesday, it was announced by Michael Todd, Jr.

Todd is carrying out the plans of his late father for preservation of the film, including specification that the picture never be presented on television.

Allied's EDC

(Continued from page 1)

tends in a statement released by its office here.

The reason, the statement asserts, is because public interest in the picture had waned by the time it was generally released to 35mm. The Allied statement contended that, recognizing this, Buena Vista "speeded up the 35mm. release of 'The Big Fisherman,'" but also reduced its earnings potential by insisting upon full week runs for it, which made it unacceptable to "thousands of situations."

Trueman Rembusch of Franklin, Ind., is chairman of the Allied emergency defense committee. In a speech at the Allied annual convention in Miami Beach last month he vigorously criticized the increasing number of films being released as "specials" in 70mm., charging it was a device to delay the general release of such pictures indefinitely.

A spokesman for Buena Vista, informed of the emergency defense committee statement yesterday, said the company did not care to comment on it at the moment.

Carlin Admits Loans to Fox Were 'Uncommon'

From THE DAILY Bureau

WASHINGTON, Jan. 20.—Morton Carlin, president of Judson Commercial Corp., a finance firm, today stated that his firm had continued to lend to Matthew Fox, president of Skiatron of America, after some of Fox's loans had gone into default. He conceded under cross-examination that this was "an uncommon occurrence."

Carlin also admitted to Securities and Exchange Commission hearing examiner Robert N. Hislop that he had taken no action regarding a letter from a firm of attorneys requesting information concerning the status of stock in Skiatron Electronics and Television, Inc., held by Judson as collateral for loans to Fox.

It was also brought out that Carlin did not know whether Fox had ever been informed of the existence of an escrow, or cash, account in his name in Judson's office, even though proceeds of the sale of Fox's collateral by Judson were said to have been credited to this account.

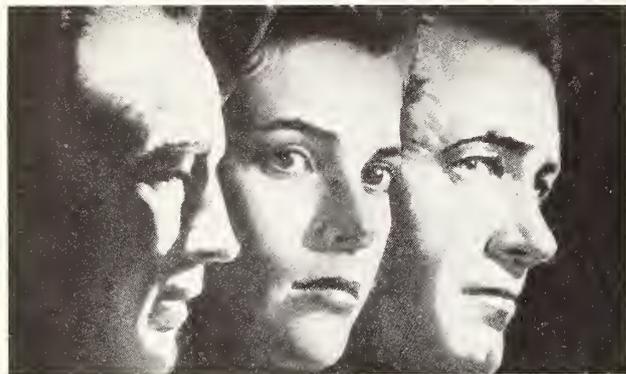
Evidence was put in the record to the effect that in connection with a loan to Alexander Guterma, Carlin had testified in court that he sold collateral on the very day he received additional collateral to secure the same loan.

Warner Buys Shares

WASHINGTON, Jan. 20.—Warner Bros. Pictures, Inc. has purchased 6,196 shares of its common stock through the New York Stock Exchange for \$266,577.27, reducing the amount of outstanding shares to 1,499,000 after deducting 983,247 shares held in treasury, according to a report filed with the Securities and Exchange Commission.

FOR THE FIRST TIME...CONT MASSIVE PENETR

an all-time top drama!

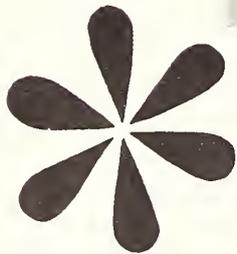


BING
CROSBY
GRACE
KELLY
WILLIAM
HOLDEN

in A PERLBERG-SEATON Production

THE COUNTRY GIRL

Produced by WILLIAM PERLBERG • Written for the Screen and Directed by GEORGE SEATON
From the play by Clifford Odets • A PARAMOUNT RE-RELEASE



Utilizing the famed **McLendon** time-con formula that has proved itself with rec resources of the McLendon organizatio market-guaranteeing maximum adverti

All the Paramount showmanship that pu
"Shane" over the top! plus **SPECIAL NEW M**
TRAILERS! EYE-APPEALING NEW NEWSPAPER
ATTENTION-GETTING NEW POSTERS AN

...LLED,* MARKET-BY-MARKET, ...ION CAMPAIGNS

an all-time top action hit!

JAMES A. MICHENER'S

THE BRIDGES AT TOKO-RI

A Perlberg-Seaton production

TECHNICOLOR®

starring

**WILLIAM GRACE
HOLDEN · KELLY
FREDRIC MICKEY
MARCH · ROONEY**



With ROBERT STRAUSS · CHARLES McGRAW · KEIKO AWAJI

Produced by WILLIAM PERLBERG and GEORGE SEATON · Directed by MARK ROBSON · Screenplay by VALENTINE DAVIES

From the Novel by James A. Michener · A PARAMOUNT RE-RELEASE

...led, simultaneous-stimulus Radio-TV
... grosses again and again! The full
... will guide every engagement in every
... penetration and top boxoffice results!

...Samson and Delilah" and
...ENDON RADIO SPOTS AND TV
...DS! NEW SOCK EXPLOITATION!
...CESSORIES! NEW TRAILERS!

GET IN ON A
BRAND-NEW,
PROFIT-BUILDING
MERCHANDISING
CONCEPT!

CALL
PARAMOUNT
TODAY!

PEOPLE

M. J. Severson, former manager of the house, has reopened the Rialto Theatre, Albany, Ore. A unit of the Art Adamson circuit, it had been closed for more than two years.

□

W. E. Gross has leased the Ritz Theatre from George Manos, president of Manos Amusement Co., and will personally do the buying and booking for the house.

□

Floyd Stowe, Jacksonville booker, has leased the Linda Drive-in Theatre, Palatka, Fla. from the owner, Mrs. Adelaide Gawthrop.

New Shor Officials

(Continued from page 1)

completed by Pete Palazzolo, whose family has a sizeable investment in S & S.

Jack Haynes, film buyer for Chakeres Theatres, Springfield, O., for the past 14 years, will become film buyer for S & S. He was given a farewell dinner at Northwood Hills Country Club, Springfield, last night by Phil Chakeres and associates.

Walter Watson of the Shor office will be booker.

Palazzolo is president of Pal Bros., Inc., holding company which controls most of the family interests in restaurants, food products, theatre and real estate. Since Shor's death he devoted considerable time to the theatre re-vamping until he became ill recently. He has now recovered.

ABC Vending Enters Denial

(Continued from page 1)

through Berlo, of Charles Sweets Co. and Charles Sweets Concession Co., both of Philadelphia.

Answering FTC's complaint, ABC admits that substantial competition exists between commercial concessionaires whose primary business is selling confections, soft drinks, and other items through stands and vending machines in indoor and drive-in theatres. ABC denies FTC's allegation that its acquisition of these concerns may result in an illegal substantial lessening of competition or tendency to create a monopoly.

The company also denied that ABC uses unfair methods to frustrate the growth and business potential of its competitors and to eliminate their opportunities for business survival, and that the acquisitions themselves

are unfair methods of competition.

According to FTC, Confection Cabinet was the second largest commercial concessionaire in the U.S., and the only one competing with ABC on other than a local basis. The combined Charles Sweets concerns, FTC says, were the largest commercial competitor of ABC and Berlo in the Greater Metropolitan area of Philadelphia, including Southern New Jersey.

FTC's complaint also contended that as a result of these acquisitions ABC has been placed in a monopolistic position in the operation of vending concessions in motion picture theatres in certain sections of the country, and that these acquisitions also had other adverse effects on competition.

'Flanders' Ad NT&T Changes Sites

(Continued from page 1)

was made yesterday by Abe Goodman, 20th-Fox advertising director, who called it a "first" in film advertising.

Reynolds writes of "a boy, a dog, and a painter" and speaks of the "warm family entertainment." The March issue of *Readers Digest* will coincide with earliest playdates of the production, providing a sales message to family groups who are the mainstays of the publication.

Readers Digest promotional men in key cities will coordinate advance publicity and merchandising tie-ins with 20th regional ad-publicity managers.

WASHINGTON, Jan. 20.—National Theatres & Television, Inc., has amended its by-laws to provide that all annual and special stockholders meetings shall be held in Beverly Hills instead of Los Angeles, according to a report filed with the Securities and Exchange Commission.

\$850,341 for 'Beach'

Stanley Kramer's "On the Beach" has grossed \$850,341 in its six domestic engagements in four weeks, it was disclosed this week by William J. Heineman, vice-president of United Artists, who added that the film is holding over for a fifth week in all six situations.

WGA, Lacking Regal Pact, Adds Firm to Its Strike

From THE DAILY Bureau

HOLLYWOOD, Jan. 20. — Writers Guild of America today sued a statement with respect to sale of Regal Films post-1948 pictures to National Telefilm Association, calling attention to the Guild's previous rejection of a formula under which actors and directors, but writers are reported to have received a share of proceeds from sale of the Regal pictures. It noted that WGA contract with Regal expired before the deal was made with NTA, that the guild has taken immediate steps to add Regal Films to its list.

Mrs. McGinn, Lobbyist For NCTA, Is Honored

Special to THE DAILY

SAN FRANCISCO, Jan. 20. — In honor of her 35 years of service as lobbyist for the Northern California Theatres Association and also marking her 75th birthday, Mrs. Hulda Ginn was tendered a testimonial luncheon at the Sheraton Palace Hotel which more than 600 persons attended. Toastmaster of the affair Sherrill C. Corwin, president of Metropolitan Theatres Corp. Roy Cooper of Cooper Theatres, was general chairman and John Parsons, president of Parsons Theatres, was coordinating the affair.

The guest of honor was presented NCTA's first Hulda Award, an imposing statuette to be given hereafter yearly for outstanding service to the film exhibition industry in northern California. Mrs. McGinn also received an NCTA gift of \$5,000 U.S. Bonds.

Mrs. McGinn will continue in NCTA post.

N.Y. Bill Filed

(Continued from page 1)

to decrease the fee for prints from per thousand feet to \$6.50 for an additional "entire copy."

The measure, which would take effect until April, 1961, is similar to one Marchi and Savarese sponsored last year. The only difference aside from the effective date, is that it increases the fee for an entire print from \$4 to \$6.50.

The 1959 version passed the State Assembly by a vote of 56 to 0, on March 24; lost on a slow roll call in the assembly during the final hours of the session, March 25.

The bill, enjoying motion picture industry and other support, has sometimes been described as one which would "take the profit out of censorship." This argument is based on the fact that the amount the motion picture division of the State Education Department annually collects in licensing fees is considerably larger than the appropriation for operation of that bureau.

Supporters have also stressed that the measure would yield a return greater than the cost of operating the motion picture division.

She's been in a state of shock ever since she saw "THE HYPNOTIC EYE"!

You too will get the surprise of your life when you see "THE HYPNOTIC EYE"!

with the exciting new HYPNOMAGIC... from ALLIED ARTISTS

MOTION PICTURE DAILY

Concise
and
to the
Point



All
the News
That
News



7, NO. 15

NEW YORK, U.S.A., FRIDAY, JANUARY 22, 1960

TEN CENTS

Ston Speech

Film Aid to Intergroup Relations Cited

Ases Understanding, Institute Told

Ability of motion pictures to bring about important results in the field of group relations was cited by Winston, Motion Picture Association president, last night in address-
seminar of the Institute of Relations of the American Jewish Center here.

Winston spoke not only of what motion picture has done to eliminate some of the negative influences, in the past, have embittered groups within our society, but also of "what the picture can do to assist in greater understanding between the world's peoples in a time when the ticking of the clock is ticking dangerously for all."

Winston's jokes and ludicrous charges which some years ago were commonly employed in entertainment.
(Continued on page 2)

'Can-Can' 2 Years in Carthay Circle

One of the longest theatre leases ever made by a major producing company has been signed by 20th Century-Fox Film Corp. with Fox West Coast Theatres Corp. for the exclusive Angeles run of "Can-Can," announced here yesterday. The picture is the Todd-AO film on a 3-year engagement starting March 1960.
(Continued on page 8)

eb. Allied Wary of It' Theme Damage

Special to THE DAILY
HOLLYWOOD, Ia., Jan. 21.—It is each exhibitor to decide for himself what "adult-type" films he can exhibit and serve his theatre's reputation and the center of family entertainment.
(Continued on page 8)

VISION TODAY—page 6

Independent Producers Making Deals with SAG

Lippert Clarifies Deal Between Regal, NTA

From THE DAILY Bureau

HOLLYWOOD, Jan. 21.—Commenting on the recent statement issued by the Screen Actors Guild with reference to the sale of Regal pictures to National Telefilm Associates,
(Continued on page 6)

Al Blumberg Manager Of WB Exchange Here

Charles Boasberg, Warner Brothers general sales manager, has announced the promotion of Al Blumberg from salesman in the New York exchange to the position of manager of the local office.
(Continued on page 6)

Remind Exhibitors of Free Technical Service

Theatre exhibitors, in correspondence from their film equipment and supply houses, will soon be receiving a reminder of the free technical service available through the Council for the Arts.
(Continued on page 6)

Fox Makes Changes in Latin America Managers

The following 20th Century-Fox managerial changes have been made in Latin America, it is announced by Emanuel Silverstone, vice-president of the company.
(Continued on page 6)

Seek Assurances Top British Circuits Won't Show Pictures Sold to TV Outlet

By WILLIAM PAY

LONDON, Jan. 21.—The Cinematograph Exhibitors Association is trying to seek assurances from the Granada, ABC and Rank groups that they would not show the films involved in the TV deal between producers John Woolf, Major Daniel Angel and Associated-Rediffusion. This was disclosed by J. D. Richards, president of the CEA at the annual meeting of the Association's Welsh branch.

"Producers," said Richards, "are not exactly rational people. They are extremely avaricious in their activities

Said to Grant 2½% of Television Revenue; May Be Start of Full Switch to Independent Production

From THE DAILY Bureau

HOLLYWOOD, Jan. 21.—A number of leading independent producers have begun making deals with the Screen Actors Guild calling for participations in revenue derived from the sale of post-1948 releases to television, it was learned reliably today.

Heineman, Velde Chair U.A. Chicago Meeting

Special to THE DAILY

CHICAGO, Jan. 21.—The first session of United Artists 1960 division and district sales meetings gets underway here tomorrow with William J. Heineman, vice-president, and James R. Velde, vice-president in charge of domestic sales, presiding.

The two-day meetings will develop distribution patterns for the company's current and forthcoming box-office attractions. New sales promotion.
(Continued on page 2)

Estimate 'U' Fiscal '59 Profit at \$4,600,000

Financial sources have estimated that Universal Pictures Co. will report a net profit from operations of approximately \$900,000 for the fiscal year ending last Oct. 31. In addition, the company will have a non-recurring profit.
(Continued on page 2)

Strike Talks Stalled; SAG Board Meets Mon.

From THE DAILY Bureau

HOLLYWOOD, Jan. 21.—Negotiations between major company presidents and representatives of the Screen Actors Guild appeared to have reached an absolute impasse here today as some of the company heads prepared to return to New York, apparently feeling the hopelessness of the situation.
(Continued on page 6)

Ill. Censorship Bill Vetoed By Governor

Special to THE DAILY

SPRINGFIELD, Ill., Jan. 21.—A bill which would have given Cook County (Chicago) power to prohibit "obscene" theatricals and film and live exhibitions was vetoed by Governor Stratton.

"The bill appears to grant to the County board the power of censorship without providing an adequate definition of the term 'obscene' to protect the constitutional rights of citizens," Gov. Stratton said in vetoing the measure.

and it is a difficult problem trying to educate them about their long-term interests."

Replying to Woolf's and Angel's allegations that the Film Industry Defence Organisation was ineffective,
(Continued on page 8)

PERSONAL MENTION

SOL C. SIEGEL, M-G-M vice-president in charge of production, will arrive in New York tomorrow from Hollywood.

HENRY H. "Hi" MARTIN, Universal Pictures vice-president and general sales manager, will leave New York today for Hollywood.

ROGER H. LEWIS, United Artists vice-president in charge of advertising-publicity, will leave here today for the Coast.

AL ODEAL and **HARRY PERTKA**, of Tele Features, have returned to New York from Cleveland.

MRS. GENE COFSKY has given birth to a boy, **TED IRA**. Father is traffic manager of the Monroe Greenthal Agency.

GAIL DUE, of the promotion department at "Life," has announced her engagement to **JIM GOESCHUS**, of the magazine's circulation division.

JAMES A. GAFFNEY, vice-president of Ross-Gaffney, Inc., will return to New York today from Seattle.

CHARLES SCHLAIFER, president of Charles Schlaifer & Co., will leave New York today for Puerto Rico.

JOHN PATRICK, screen writer, has left Hollywood for Hong Kong.

C. G. PANTAGES, 20th Century-Fox branch manager in Albany, N. Y., has returned there from Oneida, N. Y.

HARRY KERR, president of Dominant Pictures of the Carolinas, has arrived in New York from Charlotte.

RICHARD QUINE, producer-director, has returned to Hollywood from New York.

MRS. ALICE LEE, assistant cashier at the Allied Artists office in Atlanta, has returned to her duties there following an illness.

STANLEY KRAMER, producer-director, has arrived in New York from the Coast.

LEROY KENDIS, official of Associated Theatres, Cleveland, is under treatment there at Mt. Sinai Hospital.

AL COHAN, of the M-G-M home office staff, has arrived in San Francisco from New York.

U.A. Meeting

(Continued from page 1)

tion and exhibitor merchandising programs will be blueprinted to insure maximum selling impact of this year's product line-up.

In a message to company sales personnel on the eve of the conferences, Heineman declared: "Last year established United Artists as the industry's leading source of quality product. Our record of performance in delivering a steady flow of top money-makers speaks for itself. In the year ahead we are dedicated to maintaining this leadership with an even bigger potential of blockbuster attractions. We know each of you will devote himself to the goal before us with the same enthusiasm and drive that have enabled United Artists to achieve the consistently greater gains of the past years."

UA home office executives to attend the two-day sales conclave at the Ambassador East Hotel include Al Fitter, Western Division manager; Milton E. Cohen, Eastern and Canadian Division manager, and Sidney Cooper, Central and Southern Division manager.

District managers to participate include Gene Tunick, Eastern; James Hendel, Central; William Hames, Southern; F. J. Lee, Midwest; R. Clark, Western, and Charles S. Chaplin, Canadian.

Harry Goldman, Chicago branch manager, and Bud Ederle, New York branch manager, will also attend.

Estimate 'U' Profit

(Continued from page 1)

ring profit of \$3,667,387 from the sale of its studio to Music Corporation of America last year, giving it total profits for the year of about \$4,600,000.

For the 1958 fiscal year, Universal had a net loss of \$2,020,055.

Dember Joins 20th-Fox Advertising Department

Lester Dember has joined the advertising department of 20th Century-Fox, effective immediately.

Dember, who was copy chief at Columbia Pictures from 1955 to 1958, had previously headed the motion picture copy department at Buchanan & Co.

'Rookie' in Minneapolis

Twentieth Century - Fox's "The Rookie," starring Noonan and Marshall, and now playing at three theatres in Minneapolis, is racking up large grosses there, the company reports. Figures for five days show the film exceeding returns for a full week on such 20th-Fox attractions as "Rally 'Round the Flag, Boys," "The Best of Everything" and "Say One for Me."

'Petticoat' Set 7 Records at M. H.

With a total gross of \$1,202,294 in its seven-week run at the Radio City Music Hall, "Operation Petticoat" completed its engagement there Wednesday with seven all-time records, according to Russell V. Downing, Music Hall president.

The Universal film topped all previous seven-week pictures in the 27-year history of the Music Hall, including "North by Northwest," the previous all-time high grosser for Cary Grant of his 24 Music Hall pictures, and "Auntie Mame," the 1958 Christmas film.

"Operation Petticoat," now the Music Hall's seventh all-time big grosser, turned in the highest single-day receipts; the biggest Saturday; the biggest single weekday; the biggest first four days of any week, and reached its \$1,000,000 gross quicker than any previous Music Hall film, in five weeks and two days plus.

Song Contest Promotion For Columbia's 'Feeling'

Columbia Pictures and Air France yesterday announced joint sponsorship of a nationwide "favorite song" contest to promote Stanley Donen's "Once More, With Feeling," a Columbia release. Three pairs of round-trip tickets to Paris via Air France are the top national prizes in addition to a complete expenses-paid vacation.

Columbia will promote the contest through press media and theatre lobby displays. The contest revolves around the comedy's musical background and entrants are asked to tell why they would like to hear their favorite song played "Once More, With Feeling."

Tulipan Is Feted

Ira Tulipan, who resigned as publicity manager at 20th Century-Fox to become assistant national director of advertising and publicity for Columbia Pictures, was feted by friends in the industry, at a dinner held in his honor at Danny's Hide-Away here last night. Among those attending the affair were Spyros Skouras, Charles Einfeld, Alex Harrison, Edward E. Sullivan, Charles Cohen, and many others.

Lee to Write 'Rages'

HOLLYWOOD, Jan. 21. — James Lee has been signed by John Forsyth and John Newland to write the screenplay for "Man of Cold Rages," based on the Jordan Park novel, which Forsyth and Newland will produce independently this summer. Forsyth will star in the title role and Newland will direct.

Film Aid Cit

(Continued from page 1)

tainment to caricature many n and races, Johnston noted the day this has largely changed largely . . . because of the picture."

"To its everlasting credit, the American film indeed changing the image America have of their fellow countrymen said, "American films have not only reflected the growing into of our society. They have accelerated our integration course of providing entertainment the millions. At its best the been one of the most powerful in beating down and keeping senseless and shabby bigotry."

Points to 8 Productions

Films which Johnston said among those which have made contributions are "Pinky," "Man's Agreement," "The Heart of the Brave," "The Defiant Ones," "Diary of Anne Frank," "The Angry Man," "Sayonara" and "Bridge on the River Kwai."

Speaking of the motion picture role as a "communicator, an ambassador," contributing to man's standing of man, Johnston said the new underdeveloped countries of our world, the task of communication is enormous almost beyond comprehension. . . . Yet these countries which we have only begun to form the central battlefield of the global struggle today. They will judge us as communicators how well we contribute to the of man for understanding.

'Greatest Single Force'

"And on the record up until despite flaws and failings in effort to find the way, the motion picture, I believe, will prove the greatest single force and ally in the about man's understanding of

'Property' to Citat

HOLLYWOOD, Jan. 21. — A wide distribution deal for an recently produced feature, "Private Property," has been closed by Levens and Stanley Colbert with W. Schwalberg, head of Columbia Pictures. The picture, produced by Levens and written and directed by Colbert, will be shown in 100 houses.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4601
FRANK SINATRA • GINA LOLLUBI
IN A CANTERBURY PRODUCTION
"NEVER SO FEW"
An M-G-M Release
In CinemaScope And METROCOLOR
and GALA NEW STAGE SPECTACLE "LET'S GO P"

Suits Selling Collateral Loans Made to Fox

From THE DAILY Bureau

WASHINGTON, Jan. 21. — Harry Mack, an official of Stratford Securities, today admitted to Securities Exchange Commission hearing officer Robert N. Hislop that he had sold collateral on loans made to Matthew Fox, president of Skiatron of America, without notifying the SEC, he said, too, that in November, 1959, he had denied to Fox that sales had been made during that month of Skiatron Electronics and Television stock pledged as collateral on loans made to Fox, when in fact such sales had been made.

At an earlier time, however, Fox had been informed that Stratford had sold Skiatron stock.

Mack also mentioned that a law suit pending against Stratford Securities based on the alleged failure of the firm to deliver Skiatron stock which it had sold, before the suit was filed. Stratford had required Fox to sign a letter in which he agreed to indemnify the company if it incurred any loss as a result of its failure to deliver stock.

Mack wrote this letter as partial consideration for an agreement by Stratford not to sell any of his collateral. In addition, he paid the company expenses totaling \$7,500. Nevertheless, he subsequently sold Skiatron stock held for Fox's account.

Eight More Theatres Enrolled in TOA

The enrollment of eight more theatres in Maryland and one in North Carolina, in the Theatre Owners of America, was announced by Martin M. Pickus, TOA president. In Maryland, the Schwaber Theatres of Baltimore, five more enrolled its Cinema, 5, and Playhouse Theatres in both Maryland and the Theatre Owners of America.

Also enrolled in both organizations are the Hippodrome, Town, Little, Aurora Theatres of Baltimore, the Rappaport Theatres circuit, a new theatre member in North Carolina is the Midway Drive-In at Point, which is owned and operated by Consolidated Theatres, Inc., of Charlotte.

I.T.O. of Arkansas Sets March 29-30 Convention

Special to THE DAILY

LITTLE ROCK, Jan. 21. — The 11th annual convention of I.T.O. of Arkansas will be held March 29 and 30 at the Marion Hotel here, Nona B. Pickus, president, announced.

The theme of the convention will be "Business Is Our Business." Special emphasis will be placed in promoting on promotion ideas and advertising procedures. Judges will be selected to cite the best campaigns and cash awards will be given to the best theatre operators in attendance on both days of the convention.

RECEIVES QUIGLEY AWARD PLAQUE



Seymour Harold Graff, center, manager of Loew's Metropolitan theatre in downtown Brooklyn, New York, receives the plaque signifying his designation as winner of the Grand Award for Showmanship in the HERALD's Managers' Round Table competition. Presenting the plaque at Loew's Theatres home office in New York is Eugene D. Picker, circuit president, right, while Martin Quigley, Jr., editor of the HERALD, is at left.

Three Executives Named Bantam Books Officers

Bantam Books, Inc. has promoted three executives to officers of the corporation, it was announced by Oscar Dystel, president. At the last meeting of the board of directors here, editorial director Saul David was appointed vice-president. David handles searching, acquisition and packaging of all Bantam Books titles, including negotiations with publishers, agents and authors, and close contact with the motion picture industry to effect movie tie-ins. His title is vice-president and editorial director.

Sales manager Maurie White was elevated to vice-president and sales director. Arthur F. May, C.P.A. and comptroller, was appointed to the office of treasurer formerly held by Sidney B. Kramer, who will now devote his full attention to his other duties as senior vice-president and secretary of the corporation.

'Summer' Sets Marks

"Suddenly, Last Summer" is breaking records in four more cities, Columbia Pictures announced yesterday. It cracked two more all-time house records, at the Trans-Lux in Washington, D. C., and at the Gary in Boston. The opening day gross at the Trans-Lux was \$3,800, surpassing by \$200 the former theatre record. At the Gary, the new house record was \$3,795 for the first full day. Other huge opening day grosses were \$8,553 at the Stanley Theatre in Philadelphia and \$7,424 at the United Artists Theatre in Chicago.

Set Print Records

Two British theatres, the Dominion in London and the Gaumont in Manchester, have set records for the number of runs made with a single 70mm print, when both houses topped 1,000 performances with their first print of "South Pacific." North American Philips Co., Inc. announced here yesterday.

Savarese Cites 5-Point Advantages of His Bill

Special to THE DAILY

ALBANY, N. Y., Jan. 21.—Commenting on his bill to amend the education law by increasing the fee from \$3 to \$4 for each one thousand feet or fraction thereof charged by the motion picture division, State Education Department, for licensing an original film, and decreasing the rate for prints from \$2 a thousand feet to \$6.50 for each additional "entire" copy, Assemblyman Anthony P. Savarese, Jr., Kew Gardens Republican, said today.

"The legislation has a five-point worthy objective."

"First," he explained, "it would keep the marginal theatres in business by making more prints available to them, through encouraging the distributors to expand 'saturation booking'."

Says Retailers Would Benefit

"Second," continued Savarese, "keeping the neighborhood theatres in business would aid preservation of local retail centers clustered around them."

"Third, the bill would be of assistance to the distributors who pay the fees, almost all of whom have their home offices here in New York State."

"Fourth," asserted the Queens Assemblyman, "the bill would restore the principle that a license fee should pay for the cost of the service rendered and should not be used as a subterfuge for a tax."

"Finally," he stated, "enactment of the measure would evidence the intent of New York State to help create a better business climate."

The bill, which has motion picture industry and other business support, and which unanimously passed the Senate last year, only to suffer defeat on a slow roll call in the final hours of the Assembly's session, would take effect April 1, 1961. This year's version would increase the fee for "entire" copies from \$4 to \$6.50.

Sen. John J. Marchi, Staten Island Republican, sponsors a companion act, as he did in 1959.

PEOPLE

Harry Brandt, president of Brandt Theatre Circuit and Independent Theatre Owners Association, will serve as dinner chairman of the 1960 annual Democratic State Committee Dinner, to be held Feb. 13 in the grand ballroom of the Waldorf-Astoria Hotel here.

Albert S. Johnstone has been re-elected president of Local 293, IATSE, New Orleans. Other officers named for the 1960 term are: Jim Skelly, business agent; William L. Breitenmoser, vice-president and chairman of the board; Sam Piccinich, treasurer; J. Evan Skelly, financial secretary; Adam Wise, recording secretary, and Louis N. Chateau, sergeant-at-arms.

Roger Wood, former booker for Capital Releasing Corp., Atlanta, has resigned to join the Peachtree Art Theatre there, succeeding Owen Vaughan, who is leaving to join the staff of Warner Brothers in Detroit.

Zinn Arthur, writer long active in the field of photographic essays for various publications here and abroad, has been named executive assistant to Joshua Logan and Ben Kadish in the operation of Logan's independent production company, Mansfield Productions.

Harvey Epstein has been appointed assistant to the president of Ben Adler Advertising Service.

Paul Marcelli, has assumed operation of the Community Theatre, Catskill, N. Y. Formerly a unit of Fabian Theatres and more recently a Brandt house, it now is owned by the W. W. Farley interests of Albany, N. Y.

NT&T Ordered to Pay \$100,000 in Court Fees

From THE DAILY Bureau

WASHINGTON, Jan. 21.—National Theatres and Television, Inc., and its subsidiary, Fox Midwest Theatres, Inc., have lost two substantially identical stockholders' actions brought in the state courts of New York and Delaware, according to a report filed with the Securities and Exchange Commission.

The courts ordered the defendants to pay fees in total amount of \$100,000 to the attorneys of the plaintiff. Each action was entitled Helfand vs. Gambee.

Atlanta WOMPI to Meet

ATLANTA, Jan. 21.—The regular monthly meeting of the Atlanta chapter, Women of the Motion Picture Industry, will be held Jan. 27 at the Variety Club here, with Mrs. Arlene Pohl, of WGST, Atlanta, as guest speaker.

GRAND

N.Y. Herald Tribune

"A COMPLETE DELIGHT FOR ALL!"

Cosmopolitan Magazine

LIVELY

Boston Traveler

CHARMING

Cincinnati Post

A TREAT

Detroit Free Press

WONDERFUL

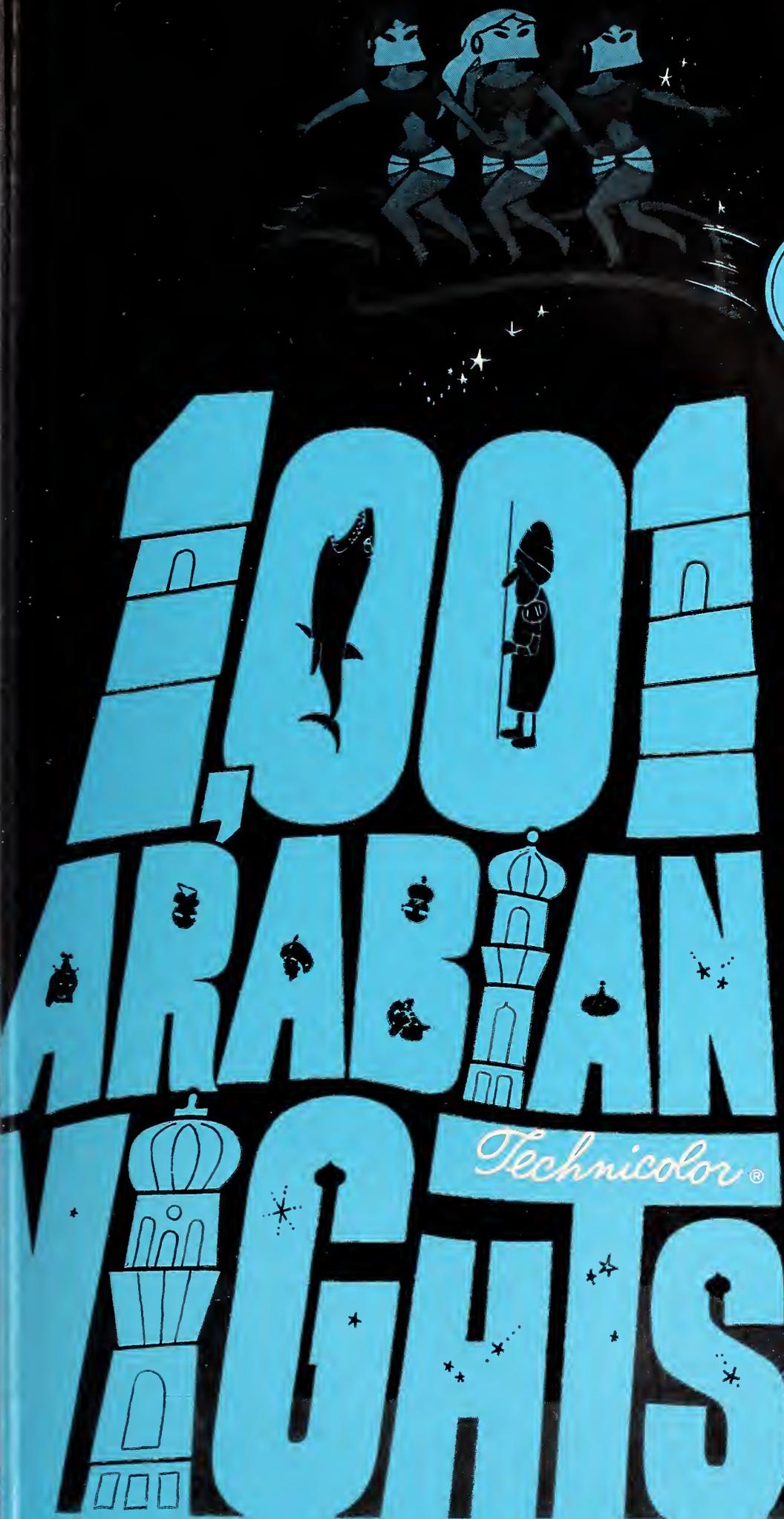
Chicago Sun-Times

**FUN
FOR
ALL**

L. A. Examiner



COLUMBIA PICTURES presents a UPA FEATURE PRODUCTION • "1001 ARABIAN NIGHTS" • Produced by ST
Featuring the Voices of: JIM BACKUS as Uncle Abdul Azziz Magoo • KATHRYN GRANT as Princess Yasmina • D



Directed by JACK KINNEY • Screenplay by CZENZI ORMONDE
 as Magoo's nephew, Aladdin • HANS CONRIED as The Wicked Wazir

**BIG!
 BIG!
 BIG!**
**Promotion
 Campaign**



**RADIO
 SPOTS** Minutes,
 30 seconds, 20 seconds
 and 10's. Order through
 your Columbia Exchange.

**TV
 TRAILERS** That
 Carry the Glitter and
 Glamor of the Picture!

**TV
 FEATURETTE**
 5 Minute TV Featurette.
 The Picture Comes Alive
 with the Stars—from the
 Drawing Board to Color Film.

**OPEN END
 GAG INTERVIEWS**
 Magoo (Via Jim Backus)
 Reveals All...in
 Just Five Minutes!

**COLPIX SOUND
 TRACK ALBUM**
 Featuring all the
 Tuneful Numbers

**GENERAL
 ELECTRIC** National
 Mag Ads, Displays,
 Streamers—all with
 Picture Credit! 50,000
 Dealers Co-Operate!

**U.S. SAVINGS
 BONDS** 40,000 Mail
 Trucks Display Posters Of
 Magoo Selling Bonds—with
 Credit for 1001 NIGHTS!
 Also in Banks, Post Offices!

**COLORING
 BOOK** Published by
 Whitman. Available in Chain
 and Department Stores.

**MERCURY
 SLIPPERS**
 Advertised in
 SEVENTEEN Magazine.
 And in 17,000 Retail Stores!

Television Today

SAG-TV Deal 1959 Biggest Year In WABC-TV History

(Continued from page 1)

be reached for confirmation late today.

The reports indicate that even though major companies fail to reach an agreement with SAG by the contract expiration date, Feb. 1, production here nevertheless could continue in considerable, if not near normal, volume.

The situation also suggests the possibility of a full-scale swing to independent deals with guilds and unions covering television revenue participations. It could, for the immediate future, at least, give every major company a status similar to that of United Artists, which is not a producer itself but solely a distributor.

All national producing-distributing companies have held to their position up to now that they will not make deals with the guilds and unions which include participation in money received from sale of their post-'48 libraries to TV. As distributors only, and handling the films of independent producers who have TV revenue participation contracts with the guilds and unions, the companies would appear to be free of direct involvement in the TV revenue issue.

Seen As Possible Guide

In any event, retaliation against them by the guilds seemingly could not be effective.

On the other hand, should the major production-distribution companies change their position and agree to negotiate with SAG for a share of TV revenue, the independents' deals would be a guide to the kind of deal the companies could expect to make. They might possibly share the Guild's participation to about two per cent and might get allowances for distribution costs and in connection with pictures which have not recovered their negative cost.

Incidentally, it was not made clear whether such allowances are included in the deals being made with SAG by the independents, or whether those deals call for a straight percentage of the gross.

Earlier Deals Consummated

The independent producers concluded deals earlier with the Screen Writers Guild, which is on strike against major studios now for a share in TV revenues. Deals have not yet been made with the directors guild nor any of the studio unions such as musicians or IATSE. All of these will have to be dealt with before the independent producers achieve clear sailing. However, agreements would not be imperative far in advance of the expiration of the current guild and union contracts, none of which, apart from SAG and SWG, is imminent.

WABC-TV has just concluded the most profitable year in its 12-year history of serving Metropolitan New York, Joseph Stamler, WABC-TV vice-president and general manager, announced yesterday.

He said net profit for 1959 increased 11 per cent over 1958 which, in turn, was 50 per cent more profitable than 1957; 1959 station sales were 14 per cent greater than 1958, and fourth quarter profits last year were 27 per cent more than the comparable 1958 period. A 12 per cent rating increase for last month also was noted over a like period in 1958.

WABC-TV was first or second in the Nielsen ratings in 43 prime time quarter hours last month, as compared to 23 first or second positions in the 7:30-11:30 P.M. quarter hour reports in December, 1958. The revision of weekend television program schedules, which called for the shifting of nine shows to new time slots, enabled the station to provide a better balance of Saturday and Sunday programming for viewers, Stamler said.

"The record shattering report for WABC-TV in 1959 points up the vast audience acceptance of both the station and the ABC network programming by viewers and advertisers," the vice-president added.

NBC Moves to Dispose Of Phila., D. C. Stations

From THE DAILY Bureau

WASHINGTON, Jan. 21. — The Federal Communications Commission has been told by RKO Teleradio and National Broadcasting Co. that they have tentatively agreed to exchange their radio and TV stations in Boston and Philadelphia.

NBC also disclosed a plan to sell its stations in Washington, D. C.—WRC-AM, FM, and TV—to RKO for \$11,500,000. The Washington sale is contingent upon acquisition by NBC of outlets "in a replacement market."

NBC's Philadelphia stations are WRCV-TV, AM and FM. RKO's Boston outlets are WNAC-TV, AM and FM. The exchange proposal stems from a September 1959 consent judgment entered in Philadelphia Federal district court requiring NBC to dispose of its Philadelphia stations.

Set Feb. Hearings on TV Channel Allocations

From THE DAILY Bureau

WASHINGTON, Jan. 21. — The House commerce committee plans hearings on the allocation of television channels starting Feb. 2. First witnesses are slated to be members of the Federal Communications Commission.

Lesser, WGA Sign; Firm Off Strike List

From THE DAILY Bureau

HOLLYWOOD, Jan. 21. — Sol Lesser Productions, Inc., has been added to list of independent film companies which have signed agreements with Writers Guild of America, and has been removed from the guild's strike list. Announcement of acceptance of the guild contract by Lesser was made by WGA. Signatories for Lesser were Seymour Weintraub and Harvey Hayutin.

Other top ranking independent companies who had previously signed with the guild are the Mirisch Company, Harold Hecht Pictures, Stanley Kramer Pictures, Marlon Brando's Pennebaker Productions, Seven Arts Productions, and Edward Small Productions, Inc.

Guild Treats 'Double-Duty'

Writers Guild of America today supplemented previous instructions to producer-writers, director-writers and others in a "double-duty" category of its membership, pledging assurance that it would indemnify any "so-called writer" who is sued for refusing to do the work of a writer.

Supplementary instructions, deemed applicable to producers, associate producers, directors, story editors, production assistants and "so-called writers," advise members to call the guild for determination of the nature of services requested which might normally be performed by a writer.

The guild stipulated it would indemnify against damages assessed against any member who in his capacity as a producer or director, or in any other capacity other than a writer refuses, by order of guild, to do work of a writer, and is for such reason sued by his employer.

Lippert Clarifies

(Continued from page 1)

Robert L. Lippert, production liaison between 20th Century-Fox and the now inoperative Regal Films, Inc., offered the following clarification on the issue regarded as important in the present strike dilemma.

"Regal films were solely financed by Regal and Bank of America. Under a distribution agreement with 20th-Fox, Regal had the right to sell films to television if recoupment of investment was lagging. Mr. Skouras offered to pay off loans against the pictures, but Regal preferred to unload the films to TV and make its own settlements."

"It does seem out of proportion that major films, which cost at least 10 times more than the smaller budget Regal pictures, should be considered under same formula of demands made by guild," Lippert concluded.

Al Blumberg Named

(Continued from page 1)

exchange, effective immediately. Blumberg succeeds Ernest Sands, resigned, and will function under the supervision of Ralph Iannuzzi, Metropolitan division manager.

Strike Impasse

(Continued from page 1)

their efforts to settle the dispute the guild, whose contracts with major studios expire at the end of this month.

Two of the company heads, ever, Joseph R. Vogel, president of Loew's, Inc., and A. Schneider, president of Columbia Pictures, will remain at the studios.

Talks between the SAG and representatives of the Association of Motion Picture Producers continued afternoon, with no progress reported by either side.

It is believed here that a show may be reached on Monday, the board of directors of the SAG scheduled to convene here. This clause could be followed by a membership meeting, a strike vote or

Technical Service

(Continued from page 1)

Improvement of Theatres and Motion Picture Projection. The Theatre Guild of America, administrators of the Council, this week mailed to the theatres more than 150 equipment and supply cards throughout the country who are operating with the program, cards to be inserted in bills and to theatre owners.

The card reads:

"We are cooperating for better projection, for better Sound for Theatre through TOA's Council for the Improvement of Theatres and Motion Picture Projection. For free technical advice—no obligation—contact any member of the Council."

The cards, in three inch by five inch size, were prepared by and sent to the dealers and Council members by TOA, in accordance with the instructions of the Council last meeting during the TOA convention in Chicago in November.

Pickus Calls It Stimulation

Albert M. Pickus, TOA president, declared the Council felt this year would act to stimulate the picture industry under which more than 5,000 theatres last year received free technical advice on how to improve their projection, sound and physical comfort.

Pickus said the Council was hopeful, in 1960, of making at least 5,000 theatre calls.

Cooperating members of the Council are National Carbon, Lorrain, RCA Service, Altec Service, the IATSE, TESMA, TEDA and SMPTE.

Fox Changes

(Continued from page 1)

20th Century-Fox Inter-American Corporation.

Ismael Munilla transferred from Panama to Caracas, Venezuela, placing John Finder, Max from Bogota, Colombia to P. Carlos Ibarra from Quito, Ecuador to Bogota, Colombia; and Becerra, former manager at the Quito sub-branch in Guayaquil, to the branch at the capital Quito.

Paramount Ready for 'Success in '60's'

PARAMOUNT expects to enter the decade of the '60's with a banner year in 1960 on the basis of an imposing line-up of product starting with the five top films illustrated on this page.



DRAMA: "Heller in Pink Tights," starring Anthony Quinn and Sophia Loren. Technicolor.



WESTERN SPECTACLE: "One Eyed Jacks," starring Marlon Brando and Pina Pellicer. VistaVision and Technicolor.



DRAMA: "The Rat Race," starring Tony Curtis and Debbie Reynolds. Technicolor.



COMEDY: Jerry Lewis and John Williams. "Visit to a Small Planet."



DRAMA: "Jovanka and the Others," starring Barbara Bel Geddes, Silvana Mangano, Carla Gravina and Vera Miles.

Book 'Can-Can'

(Continued from page 1)

10 for two full years at the famed Carthay Circle Theatre in Hollywood.

Signing the agreement were executive production chief Buddy Adler, representing 20th Century-Fox, and M. Spencer Leve, president of Fox West Coast Theatres and president of theatre operations for National Theatres & Television, Inc.

Looking on as Adler affixed his name to the agreement with Leve were Shirley MacLaine, who stars in "Can-Can" with Frank Sinatra, Maurice Chevalier and Louis Jourdan, and Jack Cummings, who produced the picture.

To Re-Draft Tax Bill; Film Benefits Seen Nil

From THE DAILY Bureau

WASHINGTON, Jan. 21. — The Ways and Means Committee today decided to limit the scope of the Boggs (D., La.) Bill, H. R. 5, to its tax deferral provisions. In the course of its actions, the committee appears to have virtually precluded any benefits of the bill from accruing to the motion picture industry.

The committee noted that the bill—which is now to be re-drafted for further consideration on Feb. 8 — "does not grant deferral of tax with respect to the portion of income which is attributed to assets and the payroll of the taxpayer located within the United States." This, in general, is determined by computing the percentage of total assets and payroll of the taxpayer which are from the U.S.

Several Sections Withdrawn

Stricken from the bill by the committee are the sections dealing with the so-called gross-up of foreign taxes (except that an exemption is left for qualified foreign business corporations); provision of an election between the over-all limitation and the per-country limitation on foreign tax credits (though this will be considered as a separate measure); the section dealing with non-recognition of gain in the case of certain proceeds of insurance; the section permitting some taxes waived by foreign governments to be treated for U.S. purposes as if they had been paid; and a section dealing with transfers of property to a sub-subsidiary of a corporation.

Film Firms Can't Qualify

Motion pictures were written out of the bill, in effect, by making it almost impossible for companies in the industry to qualify as foreign business corporations eligible for tax deferral. Royalty income cannot be taken into account by these firms to the extent that it exceeds 25 per cent of gross income.

Ohio Theatre Reopened

LORAIN, O., Jan. 21. — Steve Chekouras has taken over and reopened the shuttered Lorain Theatre here from Michael Koury, former operator.

REVIEW:

The Hypnotic Eye

Allied Artists

HOLLYWOOD, Jan. 21
BIG BOX OFFICE returns are bound to register for a novel bit of showmanship which has been integrated into the plot of this shocking, suspenseful and highly entertaining screenplay. This is effected by the unusually fascinating performance of Jacques Bergerac as a hypnotist, portraying The Great Desmond, in which, on cue from his dialogue, the house lights go on, and he engages the theatre audience with instructions from the screen to participate in a number of "parlor" tricks that could be accepted as "hypnotic fun."

Upon entering the theatre, patrons will be given a balloon which they can use to participate in one of the tricks during this particular sequence.

George Blair's direction, punctuated by Marlin Skiles' background music, keeps the film moving with mounting interest in why Allison Hayes, the hypnotist's shapely, attractive assistant, causes Bergerac to select from the audience attending his nightly demonstrations a beautiful girl as one of his "subjects," who, under post-hypnotic influence will go home and disfigure herself, using either acid, fire or the blades of an electric fan with horrific results.

Joe Partridge, a detective assigned to check on a series of such cases, has difficulty in determining the real cause, since none of the victims, who are still "spellbound," have any recollection of being hypnotized.

Partridge, with the aid of Guy Prescott, a doctor familiar with hypnosis, and his girl friend, Mareia Henderson, who permitted herself to fall under Bergerac's spell, after her friend Merry Anders became one of the victims, trap the hypnotist and his assistant during their act. Miss Hayes threatens to kill Miss Henderson whom she has dragged under hypnotic influence to a catwalk above the theatre stage, but when Bergerac is shot by Partridge she reveals her vindictive motive against beautiful women by pulling a well-fitted mask off her face which hid her own horrible disfigurement. She falls to her death to the stage below.

For added exploitation value, the cast features Ferdinand W. (Fred) Demara, who received international fame as an imposter, having, during his career under many guises, performed several operations while posing as a Royal Canadian Navy surgeon. He plays a doctor in the film. Also featured are Lawrence Lipton, "King of the Beatniks," and Erie (Big Daddy) Nord, a bongo drummer.

Charles Bloch makes an impressive debut as a producer with this film, delivered under the supervision of executive producer Ben Schwalb. Running time, 77 minutes. General classification. Release, in February.

SAMUEL D. BERNS

Iowa-Neb. Allied

(Continued from page 1)

and an institution of public service and necessity to his community.

This was the consensus of opinion developed during a forum at this week's meeting of Iowa-Nebraska T.O. in Sioux City, according to Charles Jones, vice-president of the organization.

Approval of certain adult films was voiced, but on the other hand, there was emphatic criticism of what was termed "much distasteful subject matter and dialogue in too many current releases. There also was a feeling that the industry has not yet come too far along the road of "daring and distasteful pictures" to correct the harm that has been done the industry.

The convention delegates pledged action in opposition to the proposed Federal minimum wage law changes, particularly on the inclusion of theatres.

Aims and workings of Motion Picture Investors, Inc., was explained to the meeting by Lloyd Hirstine of the Capital Drive-In, Des Moines.

British TV Films

(Continued from page 1)

the CEA president pointed out that it was not true that 300 feature films had been shown on TV. There had been 300 screenings but many of them were of the same films by different TV stations. All these films had been purchased before FIDO was set up.

It was realized, he continued, that in some TV networks the companies concerned would find it difficult to opt out. In Southern Television the Rank Organisation had only a minority interest and could not affect policy decisions. ABC had made the Ealing Films deal but had not allowed the films to go to other TV stations. All three companies named had never bought films since FIDO and they were enthusiastic supporters of FIDO.

FIDO, concluded Richards, had acquired 100 films but did not name them because it would tell TV companies what films were still available for purchase. Many more films had been kept off TV without spending FIDO money which was good policy.

'Scent' Slated this Year In 12 Cities, Says Todd

By SAMUEL D. BERNS

LOS ANGELES, Jan. 21. — "Smell of Mystery," Michael Todd, Jr.'s special production in the new Smell-O-Vision! process, will be playing over 12 cities and in several foreign countries by the end of 1960. Todd, son of the late showman announced at a press conference held at the Hollywood Gourmet.

The conference also served to introduce Hans Laube, Swiss inventor of the Smell-O-Vision! system, in Los Angeles to supervise minor alterations and equipment installed at the Ritz Theatre, where it will have its West Coast premiere Monday.

Todd stated the system is not compatible with AromaRama, and Smell-O-Vision! installation costs, approximately \$35,000, are not shared by the exhibitor.

Following the premiere Todd will stay here for several additional days to confer with Harold Adamson, Sig Herzig on the stage musical comedy version of "Around the World in 80 Days," which is now scheduled to have its world premiere in London next September.

Va. Exhibitors Warn On Three State Bills

Special to THE DAILY

RICHMOND, Va., Jan. 21.—Exhibitors in Virginia face three possible pieces of adverse legislation in the present session of the General Assembly, one or all of which could hurt many theatres, the showmen warned in the current bulletin of Virginia Motion Picture Theatres Ass'n.

The first is the plan for a 3 cent sales tax on all film rentals including features, shorts and trailers. The second is a change in the Sunday opening and closing law which would forbid theatres to operate on that day. The third is the imposition of daylight saving time by local option.

The legislative committee of Virginia theatre group is watching the progress of the proposed bills. They have attended meetings concerning them. They have retained Col. Robert T. Barton, Jr., to watch their interests.

The bulletin also notes that the response of the film companies to a complaint concerning the condition of prints has been excellent. Proofs of cooperation have been secured and is stated.

Edward Barison Dies

HOLLYWOOD, Jan. 21. — Edward E. Barison, 53, died suddenly of a heart attack at his home here last night. Barison, well-known West Coast independent film distributor, was also associated at one time with Warners' New York exchange. His body is being shipped by air to New York for funeral services which will be handled by Riverside Memorial Chapel in Brooklyn. He is survived by a brother and two sisters.

MOTION PICTURE DAILY

37, NO. 16

NEW YORK, U.S.A., MONDAY, JANUARY 25, 1960

TEN CENTS

Heineman Says:

A Product Inventory at 25,000,000

Includes 24 Blockbusters 60 at Sales Meeting

Special to THE DAILY

CAGO, Jan. 24. — United Artists starting 1960 with a product inventory of \$125,000,000 in featuring currently

William J. Heineman, UA president, at the meeting of the company's new program for the year, including at least 24

features to distribute under company's new program for the year, including at least 24

United Artists to Distribute Heine's New 'Hercules'

United Artists Bros. and Joseph E. Leembassy Pictures Corp. have reached an agreement under which the presentation of "Hercules and the Amazon Queen" will be distributed by United Artists Bros., which also distributed the woman's hit of last year, "Hercules and the Amazon Queen" (Continued on page 9)

Heineman, Gamble Head of Production Firm

From THE DAILY Bureau

LYWOOD, Jan. 24.—Shergarion, a new motion picture production company, has been organized by F. H. Ricketson, Jr., Ted Gamble and George Sherman to produce a group of theatrical features to be distributed through 20th Century-Fox. (Continued on page 2)

Academy Establishes New 'Oscar' For Excellence in Newsreels

According to requests of the newsreel organizations here, the Academy of Motion Picture Arts & Sciences has established a special annual awards category for documentary newsreels, it is learned. So far as could be established here at the weekend, only Hearst Metro-Goldwyn-Mayer News of the Day (MGM) has placed entries in the new competition for the consideration of the award judges.

News of the Day's "Screen News Digest," an 18-minute subject treating (Continued on page 9)

German Film Impact Growing in U. S.

By SAUL OSTROVE

German films have not yet achieved equal commercial status with French and Italian films on the American market, but their impact is growing steadily in the United States, according to Munio Podhorzer, president of the Casino Film Exchange, who was interviewed here Friday.

Podhorzer, who also is president of (Continued on page 9)

'U' Coast Sales Meet Opens Today in L. A.

From THE DAILY Bureau

LOS ANGELES, Jan. 24. — Universal-International's distribution and promotion plans for 1960, as formulated at the company's recent sales executives conference in New York, will be outlined to Western branch and sales managers at a three-day re- (Continued on page 9)

Announce Winners of N.S.S. 40th Anniversary Trailer Contest

(Pictures on page 4)

Five theatre managers from widely scattered areas of the country were the major prize winners in the "Once-in-A-Lifetime Tribute to Trailers" contest, Herman Robbins, president of National Screen Service, announced at the weekend.

The contest was held in conjunction with National Screen's 40th Anniversary celebration and drew an unprecedented response for a contest of its kind. More than 1,000 entries were received from all sections of the country.

Serving as judges in selecting the winners were Al Pickus, president of Theatre Owners of America; Ben Marcus, national Allied's member of the Council of Motion Picture Organization's triumvirate; and Si Seadler, (Continued on page 4)

New Memphis Censors O.K. Film Banned Four Years

Special to THE DAILY

MEMPHIS, Jan. 24. — Memphis' new motion picture censor board, which promised to be more liberal, made good on that promise Friday.

The new board saw six films and put an O.K. on all of them. One was a picture, "I am a Camera" which had been banned for four years (since 1955) by the former censor board. This film was recently withdrawn from television after a protest.

Other films approved Friday were current ones.

1,000 Film Industry Catholics at Breakfast

More than 1,000 Catholics of the motion picture industry in the New York area attended a corporate Mass and Communion breakfast yesterday at St. Patrick's Cathedral and in the Grand Ballroom of the Waldorf Astoria.

Speakers at the breakfast were Kingsbury Smith, publisher of the N. Y. Journal American and the Very Rev. Msgr. Timothy J. Flynn, director (Continued on page 11)

Annual Meet

Propose Loew's Change Name To 'M-G-M, Inc.'

Stockholders Also to Act On Stock Options Feb. 25

A proposal to change the corporate name of Loew's, Inc., to Metro-Goldwyn-Mayer, Inc., will be voted upon by the stockholders of the company at their annual meeting at Loew's State Theatre here Feb. 25.

Stockholders also will vote on restricted stock options issued to 12 key executives of the company, and will elect 15 directors to the board.

Discussing the proposal to change the company's name, Joseph R. Vogel, president, says in the company's proxy statement that the move has been considered for several years and the name "Metro-Goldwyn-Mayer" already has been included in names of subsidiaries. Noting that the name and (Continued on page 4)

SEC Skiatron Hearing Recessed Until Feb. 10

From THE DAILY Bureau

WASHINGTON, Jan. 24.—Prior to recessing until Feb. 10, the proceedings before Securities and Exchange Commission hearing examiner Robert N. Hislop, heard of additional transactions in which a commercial finance company sold stock in Skiatron Elec- (Continued on page 10)

'Fame' Wins Printing Award for 1959 Here

An award of the 18th Exhibition of Printing in New York has been won by "Fame," Quigley Publications annual devoted to motion picture and television achievements of the previous year.

Submitted by Blanchard Press, printers of "Fame," the 1959 edition was judged "outstanding in its own category" among thousands of entries in the 1960 exhibit conducted at the Hotel Commodore January 18-21. The 1958 Edition won an award at the 1959 Exhibition.

PERSONAL MENTION

EUGENE PICKER, president of Loew's Theatres, and JOHN F. MURPHY, executive vice-president, left New York on Friday for Memphis, Nashville, New Orleans and Atlanta. From there PICKER will continue on to the Bahamas for a vacation, while MURPHY will return to New York.

HUGH OWEN, Paramount vice-president, and EDWARD CHUMLEY, U.S. and Canadian sales manager for "The Ten Commandments," are in Atlanta from New York.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistants, BERNARD LEVY and AL SICIGNANO, have returned to New York from Detroit.

JACK H. LEVIN, president of Certified Reports, has left New York for meetings with personnel of his Southern division.

NORMAN NADEL, motion picture editor of the *Columbus Citizen-Dispatch*, has arrived in New York from Ohio.

HAROLD RAND, Paramount publicity manager, is in Washington today from New York.

STANLEY KRAMER, producer-director of United Artists' "On the Beach," has arrived in New York from the Coast.

WILBUR BRIZENDINE, general manager of Schwaber Theatres, Baltimore, has left there with Mrs. BRIZENDINE for a Caribbean cruise.

PANDRO S. BERMAN, producer, has returned to Hollywood from New York.

New York Film Critics Present Awards for '59

New York Film Critics' awards for 1959 were presented at the annual dinner and awards ceremony here at Sardi's Restaurant on Saturday night.

Joseph R. Vogel, president of Loew's, Inc., who returned here Friday after a West Coast visit, accepted the award for "Ben-Hur," which the critics voted best picture for 1959. James Stewart, who was cited for his performance in "Anatomy of a Murder," also attended the dinner. Audrey Hepburn, voted best actress for her role in "The Nun's Story," was unable to attend, and Elizabeth Taylor accepted the award for her.

Francois Truffaut, author and director of "The 400 Blows," best foreign film of the year, also received his award.

Fred Zinnemann, whose direction of "The Nun's Story" won him an award, was in London over the weekend. His award was accepted by Robert Anderson who wrote the screenplay for the film. The award for best screenplay was accepted by a member of the Screen Writers Guild of America for "Anatomy of a Murder," which was authored by Wendell Mayes.

'Swan Lake' to Premiere At Normandie Tonight

"Swan Lake," the first Russian film of the current cultural exchange between the United States and Soviet Russia to be exhibited in New York, will have a formal premiere tonight at the Normandie Theatre under the auspices of the United Nations Committee of the City of New York and Columbia Pictures. Ambassadors and ministers of more than 40 countries, officials of the United Nations Secretariat, representatives of the United States government, New York City officials, leaders of the motion picture industry and celebrities from the entertainment world will attend.

The United States will be represented by its Minister to the United Nations, James Barco, and Turner Shelton, representing the State Department and U.S.I.A.

Shuster to Speak at Edison Awards Dinner

George Shuster, president of Hunter College, will discuss the image of America being projected to other parts of the world at the fifth annual Thomas Alva Edison Foundation mass media awards dinner on Wednesday, January 27, at the Waldorf-Astoria. His topic will be "The New World Frontier."

Before an audience of 500 guests, Edison Awards will be given to outstanding films, television and radio programs and children's books. Sixty-two national civic organizations select the Edison Awards by written ballot.

Fox's Cleveland Manager On Air About Films

Special to THE DAILY

CLEVELAND, Jan. 24. — Ray Schmertz, 20th-Fox branch manager, is taking to the air waves to personally tell the people of Greater Cleveland that his company is "meeting its social obligations" by making available to motion picture theatres a large group of family type pictures during the 1960 season.

WNOB, via radio and TV, will use this tape recorded interview as a public service.

Sullivan in Hollywood On 'Can-Can' Activity

Edward E. Sullivan, 20th Century-Fox publicity director, arrives in Hollywood from here today to further coordinate the nationwide pattern of benefit premieres for "Can-Can," in Todd-AO, which will debut in major cities of the world in mid-March. Sullivan will meet with West Coast representatives of national benefit organizations to set ticket-selling policies for the Carthay Circle premiere on March 10.

Attended Opening in Boston

The publicity director recently returned from Boston, where he established similar sequences with groups participating in the March 23 opening at the Gary Theatre.

Sullivan will hold week-long conferences with executive head of production, Buddy Adler, on national publicity plans for productions upcoming within the next three months. The publicity director will also meet with several 20th-Fox producers.

Royal Crown to Build New Illinois Plant

Royal Crown Cola Company, Columbus, Ga., producers of Royal Crown Cola, Nehi and Par-T-Pak beverages, will construct a flavor-ingredient manufacturing center and canning plant at Granite City, Ill., according to W. H. Glenn, president.

Granite City is across the Mississippi river from St. Louis, and the new plant, the company's ninth, will serve Midwest and West Coast bottlers and distributors.

Herbert Crooker, 66

Herbert Crooker, 66, a pioneer in film publicity and advertising, died here Thursday at his home. The deceased, who held jobs as Eastern publicity manager for Warner Bros. and for Metro-Goldwyn-Mayer, is survived by his wife, the former Delight Evans, onetime editor of *Screenland Magazine*.

Limit Roadshow Pol To Top Films: Schine

Special to THE DAILY

GLOVERSVILLE, N. Y., Jan. 24. — Producers were warned at the end by J. Myer Schine, president of Schine Enterprises, Inc., that the use of 65 or 70mm film and the pol roadshow engagements must be restricted to top properties. If the producers realize this, he said, it can be a very healthy future industry. He also asked the film makers encourage "long, extended runs" for these pictures.

Todd-AO equipment has now been installed in five Schine theatre circuit head pointed out, and the houses were completely rebuilt at a cost of over \$1,000,000. The installation at the Monroe Theatre in Rochester was recently applauded by Robert E. Hopkins, developer of "bugeye" lens in the Todd-AO process, after he attended a screening of "Porgy and Bess" there.

In addition to the theatres the Schines have equipped with Todd-AO, new seats, carpets and other improvements, they also renovate improved many other theatres. A complete remodeling job was done at the Massena Theatre, Massena, N.Y.; the Elmwood Theatre, Elmwood, N.Y.; and just recently the Wooster Theatre in Wooster, Ohio.

The air-conditioning program was started last year with the Theatre, Corning, New York, and extended this year by air-conditioning the State Theatre, Cortland, N.Y.; Geneva Theatre, Geneva, N.Y.; Kent Theatre, Kent, Ohio; the Massena Theatre, Massena, N.Y.

Ricketson and Gamb

(Continued from page 1)

The first of these, "The Golden Touch," will be filmed in Chicago. Scope and color and is scheduled to go before cameras next month.

Sherman will produce and direct "The Golden Touch," from an original screenplay by Daniel D. Brown. Negotiations are currently being completed with name players. The cast will be announced shortly.

Ricketson, Jr., is president of Ricketson Corporation, with Gambel as treasurer, Sherman as vice-president and Moe Tonkon as secretary. The firm of Zagon, Aaron & Schiff is legal representatives of Sherman. Formerly, Jerry Hoffman, formerly of Screen Gems, has been signed as publicity director.

Para. Dividend 50c

The board of directors of Paramount Pictures at the weekly meeting declared a quarterly dividend of 50c on the common stock payable February 11 to stockholders of record February 1.

✓ check with... national screen service for the best in SPECIAL TRAILERS

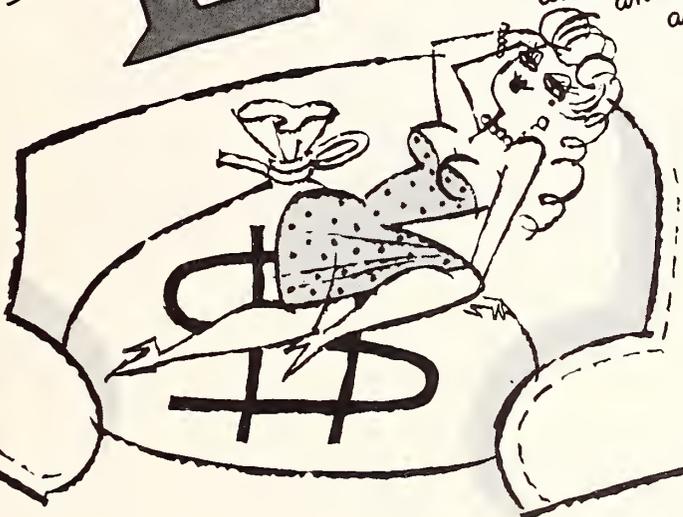


PARAMOUNT'S
"Touch"
 HAS THE
 BOXOFFICE
 TOUCH!

Paramount Pictures presents
JAMES MASON
VERA MILES
GEORGE SANDERS
 in

A Touch of Larceny

A comedy about cash and women - and a very special touch!



An IVAN FOXWELL Production • Directed by GUY HAMILTON
 Screenplay by ROGER MacDOUGALL, GUY HAMILTON and IVAN FOXWELL



SOLID CONTENDER! A TOTAL DELIGHT!"
-Film Daily

KEY SHOWMEN COAST-TO-COAST ARE PLAYING "TOUCH"!

NEW YORK	Normandie	CHICAGO	Esquire
WASHINGTON	Playhouse	MILWAUKEE	Downer
BALTIMORE	5-West	MINNEAPOLIS	World
ATLANTA	Peachtree Art	ST. LOUIS	Pageant
CHARLOTTE	Visualito	LOS ANGELES	Fox Beverly
GREENSBORO, N. C.	Cinema	SALT LAKE CITY	Tower

CALL PARAMOUNT NOW!

M-G-M Name

(Continued from page 1)

its initials, M-G-M, already are well known throughout the U.S. and in many parts of the world, Vogel says "We believe it will have a beneficial effect upon our marketing and advertising programs and that it will enhance our relationships with the public as a whole. This change will definitely identify the corporation by the name with which it is most closely associated."

Has Been Under Consideration

Loew's, Inc., has considered a change in name since separation from Loew's Theatres. The latter will retain that name but intends to change the name of the radio broadcasting subsidiary and station, WMGM, New York, which became its property in the divorce.

The stock option program consists of the following participants and the number of shares which each is entitled to purchase at \$30.25 a share; Vogel, 30,000 shares; Sol C. Siegel, 30,000 shares; Robert H. O'Brien, 15,000; Benjamin Thau, 15,000; Benjamin Melniker, 8,000; John P. Byrne, 6,000; Morton A. Spring, 6,000; Raymond A. Klune, 6,000; Howard Strickling, 6,000; Burtus Bishop, Jr., 3,000; Robert Mochrie, 3,000, and Maurice Silverstein, 3,000.

Follows Committee Study

The options were recommended after study by a committee of the company's board of directors, members of which were not employees of the company, and were put into effect last May. The proxy statement notes that the options are being submitted for stockholder approval despite legal advice that they need not be, and, if they are disapproved by the stockholders meeting, they will be cancelled.

The proxy statement relates that the options are designed to help assure the continuity of service of the executives to whom they are issued, and were considerations in the making of their employment contracts, which they can cancel if the options are not approved by stockholders.

Vogel's and O'Brien's contracts run to 1963, Thau's to 1964, and Siegel's to April 9, 1961. Contracts of all the others expire Aug. 31, 1962.

Remuneration Listed

The proxy statement lists the annual remuneration of Vogel, Siegel and Thau at \$156,000; O'Brien, \$78,000; and Melniker, \$65,000.

Nominated for directors, all of whom are presently members, are: Ellsworth C. Alvord, Gen. Omar N. Bradley, Bennett Cerf, Nathan Cummings, Ira Guilden, George L. Killion, J. Howard McGrath, Melniker, O'Brien, William A. Parker, Philip A. Roth, Charles H. Silver, John I. Snyder, Jr., John L. Sullivan and Vogel.

Largest individual stockholder on the board is Cummings, with 65,950 shares, and an interest in an additional 10,950 shares.

The proxy statement notes that management recommends that stock-



TRAILER CONTEST JUDGING: Ben Marcus, member of the Compo triumvirate, (above, left) serving as a judge in the "Once-in-a-Lifetime Tribute to Trailers" contest, looks over contest entries with Herman Robbins, president of National Screen Service. Below, Burton Robbins, vice-president and general sales manager of NSS, is flanked by contest judges Si Seadler (left), M-G-M advertising director, and Al Pickus, president of Theatre Owners of America.



NSS Contest Winners Listed

(Continued from page 1)

atre, Duluth, Minn., took third prize of \$600. Fourth prize of \$400 went to Murt F. Makins, manager of the Admiral Theatre, Bremerton, Wash., while fifth prize of \$200 was taken by a drive-in theatre manager, Ed Farmer of the Ayers Theatre, Corpus Christi, Tex.

Although unannounced in the Trailer Contest details an additional 10 "honorable mention" awards of \$100 each were made in recognition of the efforts expended in showmanship campaigns of exhibitors and theatre manager highlighting the importance of the trailer to theatre operation.

Honorable-Mention List

Winners of the "Honorable Mention" Awards include Max Cooper, Cove Theatre, Glen Cove, N. Y.; Bill Trambukis, Loew's Theatre, Providence, R. I.; Milt Harmon, Palace Theatre, Milwaukee, Wis.; Robert Kessler, Benn Theatre, Philadelphia;

holders vote against a proposal to adopt the cumulative voting method for the election of directors of the company, a proposal which two small stockholders have served notice they intend to present at the meeting.

William C. With, Palace Theatre, Albany, N. Y.; Donald Baker, Loew's 170th St. Theatre, Miami Beach, Fla.; Gene Spaug, James Theatre, Newport News, Va.; Allen Hatoff, Harbor Theatre, Brooklyn, N. Y.; Bob Carney, Loew's Poli Theatre, Waterbury, Conn., and Paul W. Wenzel, Port Theatre, Newburyport, Mass.

In all, a total of \$4,000 was awarded in prize money. The contest, which was restricted to exhibitors and theatre managers, called upon entrants to "virtually do anything" which highlighted the box office value of the trailer.

Detroit Council to Meet

DETROIT, Jan. 24—The Greater Detroit Motion Picture Council will meet Friday, Feb. 5, for luncheon, door prizes, and viewing of special films. They include back-stage shots of Stanley Kramer rehearsing and directing "On the Beach," 52 "main events" from "Ben-Hur" with music from the film, and other sequences of Hollywood off-the-screen activities of personalities, scenes of special sets, and the like.

IENE Completes Plans For Mid-Winter Meeting

Special to THE DAILY

BOSTON, Jan. 24. — Independent Exhibitors, Inc. of New England has completed plans for its annual winter drive-in meeting Feb. 9 at the Hotel Bradford here.

The all-day meet, starting at 8 A.M. and continuing after lunch is to be sparked with local speakers rather than national, as this program for airing drive-in problems is a local level. District managers of distribution companies and manager circuits have been asked to attend the meeting, along with independent circuit managers, covering such subjects as censorship, projection, advertising, special attractions, heaters cinerators, admission scales, in control, free passes, product out theatre advertising, etc. Edward Lieder, president of IENE, is chairman.

Annual Meeting Feb. 9

On Feb. 9, the annual meeting of IENE will be held at which there will be an election of officers for 1960. This meeting will be at IENE headquarters.

The annual regional convention planned for September 13-14-15 at Chatham Bars Inn, Chatham, Mass., is already being planned with a committee working on the program. IENE officials revealed that though IENE resigned last week from national Allied, its headquarters remain at 36 Melrose Street, and members are welcomed by executive secretary Carl Goldman, and his secretary, Corinne Yaffe. "Although a break with national Allied is clear, our local organization will continue to be a dominant factor in exhibiting in New England," Goldman said.

NATKE and CEA to Vote On New Wage Talk

From THE DAILY Bureau

LONDON, Jan. 24. — The National Association of Theatrical and Employees and the Cinematograph Exhibitors Association have agreed that negotiations between the parties on a new wage agreement should be adjourned until after the 1960 Budget statement when they hoped the Government will announce the cinema tax.

Both parties, it was further reported, appreciate the difficulties and the lemmas which are now facing the industry. The proposals, however, are not acceptable to the union, reported.

Continental Distributor Joins Importer Group

Continental Distributing, Inc. has joined the Independent Film Importers and Distributors of America. It was announced at the meeting by Michael F. Mayer, IFIDA executive director.

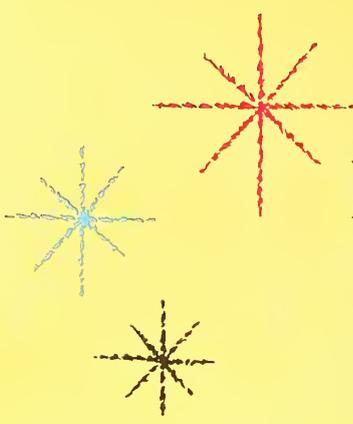
Representing Continental on the board of IFIDA will be Irving Lieder.



HERE COMES **UNIVERSAL'S**
HAPPY PICTURE FOR
HAPPY BOX OFFICE
RETURNS FOR EASTER

PRESOLD THE SOLID UNIVERSAL WAY WITH
DEEP PENETRATION NATIONAL MAGAZINE AD AND
LONG-RANGE PROMOTION-PLUS CAMPAIGNS!



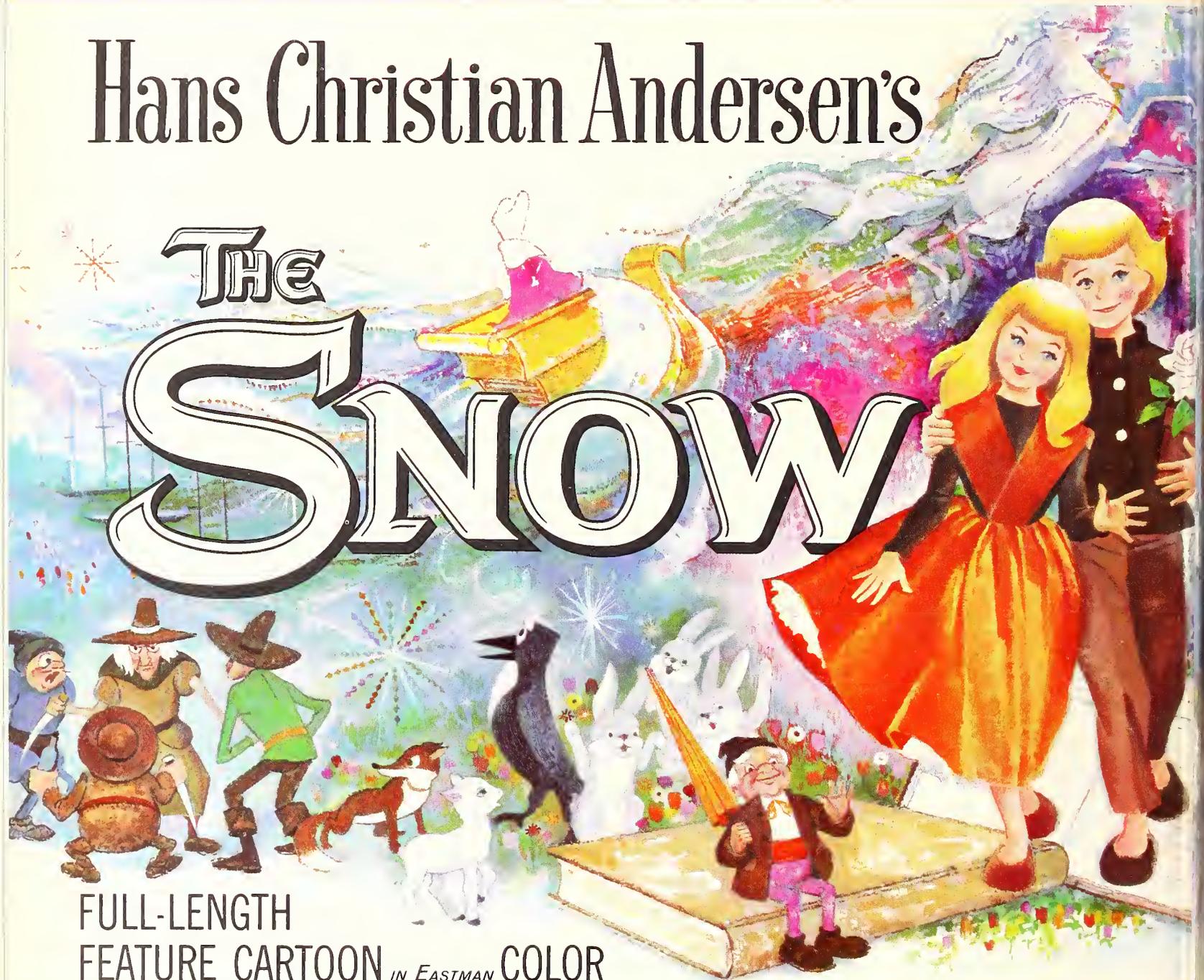


MIRACLE *** MAGICAL ***

FOR ALL AGES

Hans Christian Andersen's

THE SNOW



FULL-LENGTH
FEATURE CARTOON IN EASTMAN COLOR

WITH PROLOGUE STARRING

AND FEATURING THE VOICES OF

ART LINKLETTER *** SANDRA DEE

MUSICAL ENTERTAINMENT
OF THE HEART !!!



Music to make
Your heart dance !!

"THE SNOW QUEEN"
"DO IT WHILE YOU'RE YOUNG"
"THE JOLLY ROBBERS"

OMMY KIRK STAR OF
"SHAGGY DOG" ★ PATTY McCORMACK



Cartoons, Animation and Screenplay by SOYUZMULTFILM PRODUCTIONS • English Dialogue Version • Prologue and
Caption written by ALAN LIPSCOTT and BOB FISHER • Produced by BOB FABER • A Universal-International Release



HAVING IMPRESSIVELY DEMONSTRATED THE POTENTIAL BOX OFFICE ENRICHMENT OF LONG-RANGE PRE-SELLING AND PLANNED DISTRIBUTION WITH 'IMITATION OF LIFE' AND 'THIS EARTH IS MINE' EARLIER, AND NO LESS CURRENTLY WITH 'PILLOW TALK' AND 'OPERATION PETTICOAT', UNIVERSAL-INTERNATIONAL HAS NOW LAUNCHED THE COMPANY'S LONG-RANGE ADVANCE SELLING OF 'THE SNOW QUEEN'...

UNIVERSAL KNOWS HOW TO SELL THEM AND 'SNOW QUEEN' IS IN LINE FOR THAT TREATMENT...

A DELIGHT FOR ALL, A BEAUTIFUL ORCHESTRATION OF SIGHT, SOUND AND COLOR HAS BEEN ACHIEVED IN THIS FEATURE-LENGTH CARTOON... INCLUDES THE VOICES OF SOME TOP-DRAWING NAMES... BY EVERY INDICATION THIS BRIGHT PRESENTATION LOOKS LIKE A THOROUGH WINNER FOR AUDIENCES OF EVERY AGE

—THE FILM DAILY



News 'Oscar'

(Continued from page 1)

al news events in depth, has entered on behalf of Hearst Stone News. In addition, its subsidiary, Telenews, has entered "Year Promise," a 30-minute year-end review of news highlights of 1959, in the new awards category.

The latter meets the Academy requirement that entries for awards must be shown to a theatre or simultaneous audience prior to Dec. 31, 1959, though it was made for television, as well as theatrical use. Advance bookings in many theatres led to the year-end, including the Grand Theatre in Grand Central on here.

Universal Not Included

Universal Newsreel, which now is officially made up at News of the World, although independently produced and edited, did not put an entry in the new category. Thomas Haney, editor, said entries had been considered but no news event warranting special treatment came along. Dick Haney, general manager of Motion News, said his company does not have an entry in the new category. The Academy heretofore has had feature and short subject documentaries, but newsreels could not qualify for either. The new documentary newsreel classification takes care of

entries can be from one reel to 10 feet in length to qualify for the newsreel documentary Academy award.

Requested Last Spring

Newsreel editors last spring formally requested the Academy to grant recognition to meritorious achievements in their field by establishing a newsreel award. The Academy's favorable action on the request occurred several months ago.

Song Start Reported For 'Oscar' Campaign

An excellent start for the Academy awards promotion campaign was reported on Friday by Si Seadler, chairman of the MPAA Advertising and Publicity Directors' Committee, following a conference with Harry McWilliams, coordinator of the Academy awards promotion program.

A copy for the theatre trailer has been prepared and submitted to the staff. Roger Lewis, advertising-publicity representative on the Academy awards Coordinating Group, left for the West Coast on Friday and will meet with the Academy Committee on a number of important phases of the expected campaign.

The national exhibitor organizations have alerted their members to the upcoming program. Press book material has been received from some 15 exhibitor advertising chiefs.

Several meetings have been held with representatives of Eastman Kodak Company, who this year are participating with the other members of the MPAA as sponsors of the Oscar awards.

Attitude of British Government to Film Industry Is Criticized by Bernstein

By WILLIAM PAY

LONDON, Jan. 22 (By Air Mail)—The Government's attitude to the film industry is criticized by Sidney Bernstein, chairman of the Granada Group, in his annual report to stockholders for the year ending September 1959.

"On the one hand," he said, "they are ready enough to pay lip service to the national importance of a vigorous British film industry and yet on the other they refuse to face the economic facts that have repeatedly been presented to them. A vigorous film industry in this country depends fundamentally on a strong exhibition side. As I said last year, there are problems enough to be overcome without the quite gratuitous one of an admission tax which no other form of entertainment has to bear."

"What I fail to understand," he continued, "is why the Government should assume there is any automatic reason for taxing the admissions of cinema patrons when every other entertainment goes scot free."

Bernstein also criticized the Government's decision—under the new Cinematograph Films Bill—to give some of the British Film Fund levy to the newsreels. If the reason is that their material becomes available to the British overseas information services, he said, British film producers ought not to be penalised and lose some of the levy. It is something which should be paid for by the Government.

"Nor can I let this occasion pass," he concluded, "without once again

stressing the hypocrisy of our Sunday Observance laws; brewers can open their public houses, newspapers can be printed and sold, television can present plays, films, quiz games, what you will—but cinemas can only be opened by permission of the local authority after a referendum—and even then they have to pay a substantial charity levy. It is about time this ridiculous situation was changed."

As a result of the success of its television subsidiary, the Granada Group reports a net profit of £797,280—which is more than three times as much as it was in 1957-58. In addition, the profit for the first eight months of its current year is comparable with that for the corresponding period last year.

Reporting on the continued decline in cinema attendances, Bernstein said that there has been one encouraging sign for the 50 Granada theatres.

"Our attendances have declined to a lesser extent than the drop in cinema attendances in the country as a whole and this I am convinced is due to the high standards we have set for comfort and for service," said the Granada chief.

323 'Oscar' Candidates; Over 33% in Color

From THE DAILY Bureau

HOLLYWOOD, Jan. 24. — More than one-third of 323 feature-length motion pictures eligible for "Oscars" this year were filmed in color, a survey of pictures released during 1959 has disclosed.

Of these pictures which meet requirements for consideration for the Academy of Motion Picture Arts and Sciences awards at 32nd annual presentations, there were 122 produced in color and 201 filmed in black-and-white.

Only those feature-length motion pictures in English or with English sub-titles shown commercially for the first time during 1959 in Los Angeles are eligible for academy awards April 4. Separate consideration is given the best foreign language film of the year. Pictures competing in this category need not have been shown in United States.

Academy Names Sarno

HOLLYWOOD, Jan. 24.—Appointment of Art Sarno by the Academy of Motion Picture Arts and Sciences to assist its public relations counsel, Harsh-Rotman, Inc., in publicizing the 32nd annual Academy Awards presentations was announced at the weekend. Sarno was with Paramount Studios' publicity department for 17 years.

German Films

(Continued from page 1)

the United German Film Enterprises, Inc., and an official representative of the Export Union of the German film industry, said quality and not origin of product still is the key buying factor from an American standpoint.

A dozen German films already have been purchased for 1960 release by American buyers, he said, and attributed current interest in the German product to the favorable attitude of buyers from the States who, for the first time in large numbers, attended the Berlin Film Festival last year. These same buyers, Podhorzer added, were the ones who usually passed up the Berlin exposition for those in Cannes and Venice.

Last year 16 German films were released in the United States, and many of the pictures were shown at general art houses here for the first time. Bookings were made into the World, Normandie, Guild, Little Carnegie, Plaza and 55th Street Playhouse and the 72nd Street Playhouse, where a policy of showing titled German pictures first-run had long been in effect. Since late last summer, however, the 72nd Street has changed its policy and German distributors have had to seek other art houses.

Produces 115 a Year

"West Germany produces about 115 films a year and, of these, at least ten could be commercially successful in the United States," Podhorzer said. "But, unfortunately, the best German films haven't been seen here. That's why so many German performers who have made films for so many years were first 'discovered' in films produced out of Germany."

Podhorzer cited Curt Jurgens, Maria Schell, O. W. Fischer and Horst Buchholz as film stars who have helped the German cinema attain stature in recent years.

'U' Sales Meet

(Continued from page 1)

regional meeting opening at Ambassador Hotel here tomorrow.

Henry H. Martin, vice-president and general sales manager, has come from New York to participate in the sessions, which will be presided over by Barney Rose, regional sales manager.

On Tuesday, David A. Lipton, vice-president, will preside over a special advertising, publicity and promotion session. Also participating in this meeting will be Sid Blumenstock, vice-president and West Coast head of the Charles Schlaifer Company, U-I's advertising agency; Archie Herzoff, studio advertising and promotion manager; and Jack Diamond, studio publicity director.

Stan Margulies, advertising - publicity director of Bryna Productions, will address the meeting on advertising-promotion plans of Universal and Bryna for "Spartacus."

Attending the meetings will be Universal branch managers Abe Swerdlow from Los Angeles and Ted Reich from San Francisco,

Warners to Distribute

(Continued from page 1)

cules." The new film will be released on or about July 1.

Benj. Kalmenson, executive vice-president of Warner Bros., and Levine, who is president of Embassy, jointly announced the agreement, which provides for Warner Bros. to distribute the Eastman Color-Dyaliscope film spectacle in the United States, Canada, the United Kingdom, Central and South America (exclusive of certain countries), South Africa, New Zealand and Australia. Contracts were signed by the two executives at the Warner offices in New York.

Like its predecessor, "Hercules Unchained" will be given a lavish promotional build-up in the showmanship style Levine displayed with the first "Hercules." The comprehensive new campaign, already under way, will be greater in size and scope than the initial advertising-publicity-exploitation drive, Levine said.

Barden Retiring

WASHINGTON, Jan. 24. — Conservative chairman Graham Barden (D., N. C.) of the House Labor Committee has decided to quit Congress after his present term expires. Since committee chairmanships normally are determined by seniority, this leaves the liberal Adam Clayton Powell, Jr. (D., N.Y.) as heir apparent to the chairmanship.

Television Today

The Critics Say...

As influential as the many nationwide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Mrs. Helen D. Smith, Turlock Daily Journal, Turlock, Calif.: There have been far too much publicity on the quiz shows—hurting both the sponsors and the networks—the firing of Charles Van Doren, who is obviously a brilliant man—or was his Ph.D. rigged and should we investigate the universities—was too bad. Gives the impression the networks hired him because of his publicity and not for his education and knowledge. Why should he bear the brunt of this? Anyone in the public who didn't think the quiz shows were at least rehearsed to some extent must know very little about show business. Imagine sending contestant after contestant out on the stage without prompting. What a show that would be! The public was only fooled because it wanted to be—it was looking for superhuman people and they aren't that prevalent.

Isn't there some way the sponsors, producers and networks can get together and work with stations to "tone down" those commercials. They come on twice as loud as the program and I'm sure the reason everyone races to the kitchen for cold drinks and food during commercials is because it is too hard to adjust from a normal speaking or singing voice to shouting.

Quit slicing up the movies—they're not recognizable. I saw "High Noon" the other day and hardly recognized it. Fortunately I had seen it before or I doubt if I would have understood the story.

F. Gunby Rule, Knoxville News-Sentinel, Knoxville, Tenn.: There is some indication that the TV quiz scandals are going to bring out something that has been needed—namely, some control, exercise of restraint, channeling of total effort into something better—all directed from the highest echelon within the networks themselves. The monopoly of TV hours by money-plus-Madison Ave. is basically the only approach to TV in our democracy—but the money must not be able to buy everything because there should be some things not for sale. The money should simply be

Meet Set Feb. 19 On TV Practices

From THE DAILY Bureau

WASHINGTON, Jan. 24.—Chairman Magnuson (D., Wash.) of the Senate Commerce Committee has called a conference for Feb. 19 at which officials of the government regulatory agencies and the broadcasting industry will discuss what they have done "to solve the tangled television problem."

Magnuson has indicated that he is concerned about the adequacy of existing laws of the industry's Television Code as a means of dealing with "deceptive and fraudulent practices that have developed in the television industry."

SEC-Skiatron

(Continued from page 1)

tronics and Television Corp. that had been pledged by Matthew Fox, president of Skiatron of America.

Ben Cohen, an official of Reldan Trading Co and Mid-East Securities, detailed a large number of loans made to Fox. Included in the collateral for these loans was Skiatron stock which had been lent to Fox by Skiatron's president, Arthur Levey. Cohen asserted that he had informed Fox concerning the stock sales made against his account.

It was also brought out that at least one of the loans made by Cohen was satisfied—after 500 shares of Skiatron had been sold—by funds borrowed from Judson Commercial Corp. Collateral under this loan was lent to Fox by Levey. It had earlier been pledged to Bache & Co., Wall Street brokers.

Cohen held 70,000 shares of Skiatron when SEC suspended all trading in the stock. These shares are now in escrow.

able to buy everything that is for sale.

Dot Louviere, Daily Iberian, New Iberia, La.: Summer viewing could be improved. This summer I saw some of the same repeats three times. In summer why not show some of the programs that were televised later at night—early? This way people who must go to bed early and missed the programs could see them at an earlier hour in summer. I like to laugh, it makes me feel good. Let's have more good situation comedies. I like the specials where the old timers are honored. It brings back the good old songs and old memories of personalities and eras we have heard about and maybe too young to have seen.

Blossom Klass, Brooklyn Daily, Brooklyn, N. Y.: Less commercials breaking up your trend of thought when concentrating on a dramatic program. Regulations of the amount of time allowed to commercials. More programs like Open End.

Texas Senator Will Address Drive-In Meet

Special to THE DAILY

DALLAS, Jan. 24. — The Hon. Ralph Yarborough, U.S. Senator from Texas, will be one of the featured speakers at the 8th annual Texas Drive-In Owners Association convention here at the Sheraton-Dallas Hotel Feb. 9 through 11. Harold Brooks, convention chairman, reports that advance registration is running way ahead of former years.

He said at this time it is too early for a complete program listing, but negotiations are being made with top industry names and that a film star would appear. The partial program lists the following: Kroger Babb, Miller Consolidated Pictures; Jack D. Braunagel, owner and president of Jay D. Bee Amusement Co., Little Rock drive-in circuit; James H. Nicholson, president of American International Pictures; and Jack Cox, a member of the Texas legislature.

Quaker Oats, 'Daisies' Tie-In Budget \$380,000

An additional advertising allocation of \$50,000 has been earmarked by Quaker Oats Company for their tie-in promotion program with M-G-M's "Please Don't Eat the Daisies," starring Doris Day and David Niven. Supplementary budget ups total outlay for campaign to \$380,000—a record figure for a co-operative deal of this kind, M-G-M said.

A new phase of the promotion will be comic-strip advertisements to appear in Sunday comic sections such as Metro, Puck and similar publications. Ads will call attention to the fact that packed in each box of Quaker Oats will be a free ticket for a child of 12 or under to a local showing of "Please Don't Eat the Daisies" (when accompanied by paying adult).

M-G-M's "The Gazebo" completed its first week at the Roxy Theatre here with a seven-day box-office gross of over \$46,000.

W. Schwartz Appointed By Columbia in Tokyo

The appointment of William Schwartz as Columbia Films Ltd. Home Office representative in Tokyo, Japan, has been announced by Lacy W. Kastner, president of Columbia Pictures International Corp.

An industry veteran, Schwartz was general manager for 20th Century-Fox in Japan before the War. When the Motion Picture Export Association resumed activities for its member companies in Japan in 1946, Schwartz became general manager of the Central Motion Picture Exchange for the territory. He held this post until 1951, when he joined RKO as Japan general manager.

His last position prior to joining Columbia was as general manager of Warner Brothers' Japan organization.

Schwartz has already taken over his new duties, and will serve under the supervision of Michael Bergher, Columbia International vice-president.

PEOPLE

Arthur L. Mayer has been elected an honorary member of the Independent Film Importers and Distributors of America pursuant to a recent amendment of the by-laws of the organization authorizing such form membership.

Elias Chalhoub is now operating the Riviera Theatre, Riviera Beach, Fla. formerly handled by Ziggy Vorzime.

Ernest A. Grecula has returned the managership of the Colonial Theatre, Hartford, a post he relinquished several years ago to enter independent exhibition as operator of the State Theatre, Torrington, Conn.

James Scovotti, publicist, has resigned from Louis de Rochemont Associates to return to free-lance writing and publicity assignments.

Mrs. Eleanor Brush now is operating the Smalley Theatre, Cooperstown, N. Y. She, with her husband, retired jewelry salesman, purchased the house on Jan. 1 from Mrs. Har Smalley.

E. C. Kaniaris has taken over operation of the San Mareo Drive-In Theatre, St. Augustine Beach, Fla. and has closed his Beach Drive-In in the same area.

Cinerama Prod. Seeks Real Estate Companies

Cinerama Productions Corp., Inc. called a special meeting of stockholders on Thursday, Feb. 25, to vote the approval of the acquisition of Cinerama Productions Corp. of the outstanding stock of some Florida corporations. The meeting will take place at the Barbizon Plaza Hotel at 11 A.M.

The Florida corporations involved are engaged primarily in the real estate and single-family home construction business on the west coast of Florida, principally in the St. Petersburg and Ft. Myers area.

Consideration for the acquisition of Cinerama Productions Corp. will be the issuance by Cinerama Productions of 425,000 shares of authorized but unissued stock in exchange for the stock of the Florida corporations. Contingent upon the consummation of the transaction, the board of directors has voted a ten cent dividend to the stockholders of Cinerama Productions, record on Feb. 24, 1960, and payable on March 15, 1960. This is the first dividend ever authorized by Cinerama Productions.

The company retains a non-exclusive license to produce and exhibit motion pictures in the Cinerama process, although last year it sold all rights to five completed Cinerama pictures to Stanley Warner Corp., which in turn sold them to Cinerama, Inc.

A. Product

(Continued from page 1)

able "A" productions at an average of two per month. The filmman told division and district managers assembled in the Ambassador East Hotel that a total of 30 or more projects are now in production active preparation for filming.

Cites All-Time Record

He said that the blockbuster program for 1960 and beyond reflects an increasing number of associations with the industry's leading independent producers and star-producers. An all-time record high of 70 top independent producers is cited by the sales chief.

The filmman declared that the program of releases for 1960 is "powered" with the "finest concentration of quality product" from January straight through December. In terms of stars, properties and box-office potential, the program is equal to anything that the industry has done in a 12-month period, he said. Reviewing the company's schedule, Heineman mentioned John Wayne's \$1,000,000 Batjac production of "The Alamo," which he forecast would be one of the greatest grossing films in history. It will be released on a two-a-day roadshow basis.

List Is Impressive

Among the blockbuster attractions to be released under the new program are Stanley Kramer's "On the Beach," Edward Small's "Solomon and Sheba," Hecht-Hill-Lancaster's "The Unforgotten," Jurow-Shepherd-Pennebaker's "The Fugitive Kind," Cagney-Montgomery's "The Gallant Hours," DRM-World's "The Nightfighters," Stanley Kramer's "Inherit the Wind," Otto Preminger's "Exodus."

Also, Harold Hecht's "A Matter of Conviction," Jean Negulesco's "Apple Bed," Lancaster-Brooks' "Elmer Fudd," Stanley Kramer's "Invitation to a Gunfight," Edward Small's "The Giant Killer," Longridge Enterprises' "Studs Lonigan," Hecht-Hill-Lancaster's "Summer of the Seventh Doll," Mirisch Company's "The Apartment," Bert Gordon's "The Pirates," Filmarm Productions' "The Last Days of Pompeii," Mirisch-Alpha's "The Magnificent Seven," Marilyn Monroe in "Seven Years' Itch," "The Misfits," and H. M. Films' "The Days of Glory."

Fourteen in Preparation

Major productions currently in active preparation for 1961 include: Preminger's "Advise and Consent," Mirisch's "Battle," Plato Skoufopoulos' "California Street," Mirisch's "By a Whisker," "Possessed," Anatole Litvak's "The On Her Hands" (Francoise Lambert in "Do You Like Brahms?"), Hecht's "Flight From Ashiya," Hecht-Small's "Greengage Summer," Hecht-Mirisch's "Hawaii," Pennebaker's "Paris Blues," Mirisch's "One, Two, Three," Anthony Mann's "Ripe for the Harvest," and Mirisch-Wyler's "Roman Holiday."

Also, Mirisch-Wise's "West Side Story," Mirisch's "Two for the Sea-

REVIEW:

The Rise and Fall of Legs Diamond

Warner Bros.

DONE in the stark realism which is the fashion in the present cycle of gangster pictures, this United States Production by Milton Sperling ranks high in that classification. It is carefully produced with an eye to recreating the details and the atmosphere of the incredible gangster days of the late '20's; well acted by the principals, Ray Danton, Karen Steele and Elaine Stewart; and painstakingly directed by Budd Boetticher.

In addition to these professional assets it has for subject a character who, although he actually never ranked very high in the hierarchy of gangdom of the period, achieved a sort of notoriety by absorbing an astonishing number of slugs—and recovering—before the five shots which finally killed him.

The story, by Joseph Landon, follows the known facts of the era reasonably closely with only enough embroidery to make a unified story of Diamond's short and sordid life. Danton as Legs is convincingly cold, self-centered and single-minded. Starting as a small time thief in partnership with his brother, Warren Oates, he cons his way into a job as Arnold Rothstein's bodyguard. When that gambling overlord dies suddenly by gunfire—the picture implies it was either by connivance or directly at the hands of Diamond—the ambitious young man moves in as Rothstein's principal heir. The move is objected to by several of the other heirs apparent, with violent results.

Diamond's reign is brief however. When another, stronger and more efficient combine moves in he is finally mowed down, after Karen Steele, his wife and early love has left him in self-disgust and after he has been disarmed and betrayed by Elaine Stewart whom he had betrayed while worming his way into Rothstein's graces.

Among supporting players Simon Oakland is most effective as the New York detective who hounds but can never nail Diamond and Joseph Ruskin and Richard Gardner are effectively sinister as Matt Moran and Mad Dog Vincent Coll.

The picture suffers to some extent because in making Diamond the central character it makes of him a sort of hero in reverse, an emphasis which is ineffectively neutralized by pointing out the destruction of the gangland legend that he could not be killed.

Running time, 101 minutes. General classification. February release.

J. D. IVERS

saw," starring Elizabeth Taylor, Hecht - Hill - Lancaster's "The Way West," Fred Coe's "The Miracle Worker," Robert Rossen's "The Hustler," Mirisch-Wise's "The Haunting of Hill House," Alcione's "The Gladiators," Anthony Mann's "The Ceremony," Anatole Litvak's "The Capri Story," Harold Hecht's "Taras Bulba," Mirisch-Alpha's "633 Squadron," and "Short Weekend," to be directed by David Miller.

Underscoring the boxoffice value of the new program, Heineman stated: "Our line-up for 1960 and beyond features the most sought-after properties of our time—best-sellers and plays which have been pre-sold to millions all over the world. We know that exhibitors will share our enthusiasm for this superb array of product and talent. We look forward to the mutually beneficial gains and outstanding success reflected in the grossing potential of UA's program."

Barison Rites Tuesday

Funeral services will be held at 11 A.M. tomorrow at Riverside Memorial Chapel, Ocean Parkway and Coney Island Avenue, Brooklyn, for Edward E. Barison, 53, independent film distributor, who died in Hollywood last Thursday.

Breakfast

(Continued from page 1)

of the Bureau of Information of the New York Archdiocese. Edmund C. Grainger, industry executive and member of the law firm of O'Brien, Driscoll & Raftery, was toastmaster.

Among the invited guests on the dais were Merv Griffin, Horace McMahon, Florence Henderson, Bert Wheeler, Walter Kinsella, Ed Begly, Eddie Dowling, Frank Fay, Lisa di Julio and Thomas Hayward of the Metropolitan Opera Company, Fred Kelly and Tom Dillon of the Catholic Actors Guild, Msgr. Thomas F. Little, executive director of the Legion of Decency, and Rev. Patrick J. Sullivan, S.J.

The Breakfast, tenth annual such affair in the New York area, followed 9 o'clock Mass at St. Patrick's Cathedral, celebrated by Bishop Joseph F. Flannelly, administrator of the Cathedral.

Industry Might Benefit From Tax Bill Changes

By E. H. KAHN

WASHINGTON, Jan. 24.—It was ascertained over the weekend that exclusion of the motion picture industry from the benefits of the tax-deferral bill, H.R. 5, was not a deliberate blow aimed at penalizing the industry. At least two Congressmen called the film problem to the attention of the committee.

It stemmed from a decision by the Ways and Means Committee that royalty income is "passive" income. Recipients of royalties, therefore, were limited under the terms of the bill approved by the committee to deferral on a percentage of gross income. In the case of the motion picture industry, the amount of royalty income is normally in excess of the maximum percentage of income on which deferral may be claimed.

There remain a number of possibilities for changes in the bill before it is finally reported to the House on Feb. 8. For one thing, the committee may change its mind and write in an exemption. This does not seem likely.

Finance Group Could Aid

It is also possible that a change favorable to the industry might be made in the Senate Finance Committee, which will have to consider the bill after it passes the House. It is understood, in fact, that the Treasury has agreed to consider such a change.

For practical purposes, whether motion pictures are written into the bill or not, it will be possible to obtain tax deferral on foreign income by operating abroad through a foreign corporation organized in a so-called "tax-haven country." In view of the many qualifications the Ways and Means Committee put in the way of qualifying for tax deferral as a U.S.-based foreign business corporation, it would seem that this is likely to be by far the simplest method of deferring payment of U.S. tax on foreign income until it is repatriated.

Two Trust Actions Are Settled and Dismissed

The settlement and dismissal of two film anti-trust actions which had sought aggregate damages of \$2,520,000 was announced on Friday by Harry Pimstein, attorney for the plaintiffs.

The actions, charging distribution companies, Stanley Warner and American Broadcasting - Paramount Theatres with discrimination in the licensing of films, had been brought by Carruth Theatre Corp., operator of the Rivoli, Rutherford, N. J., and the SMP Corp., former operator of the Cameo, Newark.

Terms of the settlement were not disclosed.

Confirm W.B. Report

New York State Supreme Court Justice Vincent A. Lupiano last week signed a motion to confirm a referee's report settling a Warner Bros. stockholders' action opposing stock options granted Jack L. Warner, president, and four other directors of the company. A settlement with the plaintiffs had been concluded some time ago.

A Statement Of Importance About
SUDDENLY, LAST SUMMER

'SUDDENLY LAST SUMMER' IS PLAYING TO RECORD- SMASHING HOLD-OVER BUSINESS IN EVERY SINGLE ENGAGEMENT!

Check ✓ CRITERION, New York . . . SUTTON, New York
WARNER BEVERLY HILLS, Los Angeles . . . ST. FRANCIS, San Francisco
UNITED ARTISTS, Chicago . . . TRAIL, Coral Gables . . . FLAMINGO,
Miami Beach . . . FLORIDA, Miami . . . STANLEY, Philadelphia . . . GARY,
Boston . . . WARNER, Ft. Lauderdale . . . TRANS LUX, Washington, D.C.



SAM SPIEGEL PRESENTS
**Elizabeth Taylor Katharine Montgomery
TAYLOR HEPBURN CLIFT**

**SUDDENLY
LAST
SUMMER**

BASED ON THE PLAY BY
TENNESSEE WILLIAMS
WRITTEN FOR THE SCREEN BY
GORE VIDAL AND TENNESSEE WILLIAMS
DIRECTED BY JOSEPH L. MANKIEWICZ PRODUCED BY SAM SPIEGEL
PRODUCTION DESIGNER - OLIVER MESSEL - A COLUMBIA PICTURES RELEASE

SUDDENLY
IT'S "SUMMER"
FROM THAT
HOT COMPANY

Columbia!

MOTION PICTURE DAILY



57, NO. 17

NEW YORK, U.S.A., TUESDAY, JANUARY 26, 1960

TEN CENTS

Censor Bills

Anti-Industry Legislation in Major Volume

Less than Expected, But Long Way to Go

Flood of censorship and other industry legislation which many authorities still anticipate evening of a record number of legislatures this year is slow in coming. Nevertheless, Compo, Motion Picture Ass'n. and national-regional exhibitor organizations maintaining a maximum alert and prepared to combat adverse legislation whenever and wherever it appears. Late, censorship legislation has its appearance in only two states, Maryland and New York. The law already enacted in the state is in abeyance, pending a test of the constitutionality in two suits brought in the state (Continued on page 2)

Prompter Charged With 'Trust' Violation

Prompter Corp. and Floyd Enterprises, Ltd. were charged yesterday with violations of New York State anti-trust law for conspiring to monopolize the production of heavyweight fights. Affidavits were filed in Supreme Court by attorney General Louis J. Lef-

two companies were also charged with attempting to control (Continued on page 6)

Mulls Strike Vote Mail or Meet Sun.

From THE DAILY Bureau

HOLLYWOOD, Jan. 25. — The Actors Guild board of directors scheduled to meet tonight on to call for a strike vote either by mail or by a mass membership meeting next Sunday, expiration of the contract.

At Communion Breakfast

Mistaking 'Adultery' for 'Adult' is Industry's Problem, Msgr. Flynn Says

By JAMES D. IVERS

Motion pictures, now that TV has taken over the area of mass entertainment, are growing up, to the delight of their friends and critics, but the process is not without its growing pains, Msgr. Timothy Flynn told an audience of 1,000 industry Catholics Sunday at the 10th annual Communion Breakfast of the New York area.

UA Plans Series of District Sales Meets

United Artists is launching a series of district sales meetings over the next two weeks to develop and implement distribution patterns for the company's \$125,000,000 product program, it was announced yesterday by William J. Heineman, vice-president, following UA's 1960 sales conference in Chicago.

The meetings will be led by district managers in each of UA's six domestic districts. Regional releasing programs will be set for the company's 1960 schedule of 36 to 42 features.

Heineman said the follow-up (Continued on page 7)

Big Magazine Drive To Launch 'Once More'

Columbia Pictures has scheduled a concentrated national magazine advertising campaign to launch Stanley Donen's "Once More, With Feeling." It was announced by Robert S. Ferguson, national director of advertising, publicity and exploitation. The intensive campaign is designed to reach more than 120,000,000 readers of (Continued on page 4)

Movietonews Wants to Enter Three In New 'Oscar' Newsreel Category

The Academy of M. P. Arts & Sciences is being asked to permit Fox Movietonews to enter three of its 1959 theatrical releases in the new newsreel documentary category for judging for Academy Awards.

The Academy opened the classification to newsreel entries for the first time last month, but through some oversight Movietonews officials were not informed of the Academy's action. The deadline for entries was Dec. 31, so a waiver must be obtained in order to admit the Movietonews entries at this time.

Movietonews' officials first learned of the new documentary newsreel Awards classification last week when a MOTION PICTURE DAILY re-

porter inquired whether the newsreel had entered any of its releases in the new "Oscar" competition. In view of the fact that the company never had been officially notified of the new category, observers here feel that it should be permitted to enter its qualified releases now.

If the Academy agrees, Movietonews will enter its "1959 Sports Roundup," "News Roundup of 1959" (Continued on page 7)

Watterson R. Rothacker Is Dead in Los Angeles

From THE DAILY Bureau

LOS ANGELES, Jan. 25. — Watterson R. Rothacker, for many years a leading executive in the motion picture industry, died today at his residence here. He had been critically ill for several weeks.

Rothacker entered the industry as (Continued on page 4)

FTC to Subject Media To Criminal Charges

From THE DAILY Bureau

WASHINGTON, Jan. 25.—Federal Trade Commission Chairman Earl W. Kintner today asserted that FTC will, when appropriate, file criminal charges against media, including radio and TV stations. He indicated that this would be considered if the station or (Continued on page 6)

Union Statement

Urge British Industry Meet On TV Sales

Ask FIDO to Set Up Joint Conclave Soon as Possible

By WILLIAM PAY

LONDON, Jan. 25.—A joint meeting of all representatives of the motion picture and television industries to seek an agreement on curtailing the number and the frequency of showings of theatrical films on TV was called for today by the Federation of Film Unions. The Federation said it was making an immediate approach to the Film Industry Defense Organization to set up a meeting as soon as possible.

The Federation is composed of the following trade unions engaged in film production: Association of Cinematograph Television and Allied Technicians, British Actors' Equity Association, Electrical Trades Union, Film Artistes Association, Musicians' (Continued on page 6)

Interfaith Group in New Columbus Drive

Special to THE DAILY

COLUMBUS, O., Jan. 25.—A postcard campaign, labeled "Committee of One" by its sponsors, the Interfaith Committee for Better Entertainment in Columbus, has begun there, aimed at radio-television sponsors, stations (Continued on page 7)

'Marty' Reported Still Capacity in Moscow

From THE DAILY Bureau

WASHINGTON, Jan. 25.—"Marty," the only American film now in general release in the Soviet Union, is playing to capacity houses, according to reports reaching Turner Shelton, chief of USIA's international film branch.

Shelton said that business for the film was "excellent," with long lines leading to the box office specifically reported from Leningrad, Moscow, and Tashkent.

PERSONAL MENTION

HOWARD MINSKY, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, will return to New York today from Toronto.

ERIC JOHNSTON, president of the Motion Picture Association, will be in New York today from Washington.

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, and **JEROME EVANS**, Eastern promotion manager, have returned here from Hollywood.

IRVIN SHRIFFIN, United Artists home office publicist, is in Omaha from here.

SIDNEY KRAMER, vice-president in charge of sales for National Telefilm Associates, and **MRS. KRAMER** have announced the engagement of their daughter, **MARCIA RUTH**, to **DAVID MICHAEL GITELMAN**, son of **JUDGE** and **MRS. GITELMAN**, of Rochester, N. Y.

HARRY GOLDSTONE, Astor Pictures general sales manager, was in Atlanta and New Orleans from New York.

DANIEL KAHN, of the Columbia Pictures home office exploitation staff, is in Hartford from New York.

LEONARD ANDERSON, president of Leonard Anderson Associates, producers of Theatrical and TV films, has left here for Hollywood.

MRS. DAVID PICKER gave birth at Doctors Hospital here Saturday to a daughter, **PAMELA LEE**. Father is executive vice-president of United Artists Records and executive assistant to **MAX E. YOUNGSTEIN**, U.A. vice-president.

DON KAY, president of Don Kay Enterprises, New Orleans, has returned there from Hollywood.

Four Theatres Join TOA, Mountain States Ass'n.

Four more theatres have joined both the Theatre Owners of America and its regional unit, the Mountain States Theatres Association, it was announced jointly by **Albert M. Pickus**, TOA president, and **John Krier**, president of the Mountain States organization. **Virgil O'Dell** enrolled three of his Idaho Drive-in Theatres. They are the Terrace of Caldwell, the Nampa-Caldwell of Nampa, and the Emmette of Emmette. **J. A. Christiansen** joined with his Arcade Theatre of Salt Lake City, Utah.

The Mountain States unit will join with the Montana Theatres Association, another TOA affiliate, for a joint convention at the Hotel Utah Motor Lodge in Salt Lake City on Tuesday, Wednesday and Thursday, March 15, 16 and 17, **Krier** announced. Exhibitors from Utah, Montana, Idaho, Nevada and Wyoming are expected to attend.

Norris to Denver, S.L.C. On 'Can-Can' Bookings

Glenn Norris, 20th Century-Fox assistant general sales manager, leaves here today for Denver and Salt Lake City, where he will meet with branch managers **Reville Kniffin** and **Kenneth Lloyd** to negotiate terms for the roadshow engagements of "Can-Can," in **Todd-AO** in both cities.

Norris will remain in Salt Lake City until the weekend, when he will fly to Dallas, joining **Alex Harrison**, general sales manager, and **Martin Moskowitz**, assistant general sales manager, in the second of the regional showmanship meetings which is scheduled for Feb. 1 and 2. The Fox executives while in Dallas will negotiate for the roadshow engagements of "Can-Can" there, and in Houston.

Robert G. Day Dies, Pioneer Projectionist

Funeral services for **Robert G. Day**, 60, pioneer projectionist, will be held tomorrow at 10 A.M. in the French Funeral Parlor in Dumont, N. J. Burial will follow at Ocean View Cemetery, Staten Island.

Day died Sunday at his home in Dumont. He is survived by his wife and two children. He reportedly was the man to project the first commercial sound motion picture on its road exhibition.

Century Ups Greenberg

The election of **Leon Greenberg** to the office of assistant secretary and his promotion to comptroller of Century Theatres has been announced by **Leslie R. Schwartz**, president. **Greenberg** has been associated with Century for over 12 years. He is assistant to **Martin H. Newman**, secretary and treasurer of the circuit.

Popcorn Institute Maps Big Program for 1960

Special to THE DAILY

CHICAGO, Jan. 25. — Members of the Popcorn Institute have approved plans for a concerted public relations and promotional program. Executive Director **William E. Smith** stated that 1960 promotion on behalf of popcorn would eclipse even that which was accomplished in 1959, the industry's most active and fruitful year to date.

"Along with stepped-up consumer articles in the nation's newspapers, magazines, radio & television stations, the 1960 Popcorn Institute program will see greatly increased emphasis on the merchandising of the product at the retail levels," **Smith** said.

Cinema Lodge to Hold Forum on Anti-Semitism

"Is Nazi Anti-Semitism on the March Again?" will be the topic discussed by panelists at a meeting of Cinema Lodge B'Nai B'rith at the Hotel Astor next Tuesday, Feb. 2, at 8 P.M.

Panelists will be **Edward S. Silver**, Brooklyn district attorney; **Walter Arm**, deputy police commissioner, and **Dr. Joseph T. Lichten**, director of the foreign affairs department of the Anti-Defamation League. Moderator will be **Rabbi Ralph Silverstein**, spiritual advisor of the lodge. In another part of the program, **Oscar Goldstein**, of the district office of B'Nai B'rith, will induct 60 new lodge members. **Joseph R. Margulies** will be program chairman.

Youngstein Sets Brotherhood Week Meet

Max E. Youngstein, chairman of the amusement division of the National Conference of Christians and Jews for the annual observance of Brotherhood Week, Feb. 21-28, will preside at a luncheon meeting of the division at the Hotel Astor here Feb. 4.

Dr. Lewis Webster Jones, NCCJ president, will address the meeting and Brotherhood Week observance plans for theatres and other industry branches will be discussed.

Show Cancer Films

DALLAS, Jan. 25.—Dallas theatres are for the third year cooperating with the Dallas County Medical Society and the American Cancer Society by lending their theatres for the showing of two films on the subject. Theatres participating include the Palace, Casa Linda, Circle, Crest, Esquire, Forest, Inwood, Lakewood, Pan-Americano, Texas, Preston Royal, Vogue, Wilshire, and Wynnewood.

Legislation

(Continued from page 1)

courts by Philadelphia exhibitor 20th Century-Fox.

New York legislation calling classification of films for adult juveniles, which failed of adoption the last session, has been reintroduced in but slightly changed form.

Film censorship legislation also has been expected in Maryland and Texas. The Kansas legislature convened Jan. 12 for a 30-day session and is believed that if new censorship legislation was in readiness there it have been hopped by now. Obviously, with the limited time remaining for the current session is practically no likelihood of passage of such legislation even if it were introduced at once.

Will Meet Feb. 3

In Maryland, the legislature convenes Feb. 3 for a 3-day session which will be limited largely to emergency measures. However, there is possibility that censorship legislation might be brought up under the guise of a licensing measure with producing potentialities.

Though the industry's legislative battle may be off to a slower pace than anticipated, it is by no means clear. The bulk of the major legislatures which meet this year have yet to convene, and there will be ever-present danger on many fronts for months to come, industry experts warn.

Hersey Novel Acquired

HOLLYWOOD, Jan. 25. — Columbia Pictures has purchased picture rights to **John Hersey**'s recent best-selling novel, "The Day After Tomorrow," it was announced by **J. Briskin**, vice-president in charge of West Coast activities.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4500
FRANK SINATRA • GINA LOLLOBRIGIDA
in "A CANTERBURY PRODUCTION"
"NEVER SO FEW"
An M-G-M Release
In CinemaScope and METROCOLOR
and GALA NEW STAGE SPECTACLE "LET'S GO PLAY"

FOR 41 YEARS THE
BEST AND FASTEST
SPECIAL
TRAILERS
NEED A GOOD TRAILER FAST?
CALL ON FILMACK.
YOU'LL BE GLAD YOU DID!

CHICAGO
1327 So.
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ASK
**OUR MAN IN
LOS ANGELES**
...W. Evidon
ABOUT
**OUR MAN IN
HAVANA**
from Columbia

HERE COMES THIS YEAR'S BIG EASTER ATTRACTION

in one of the biggest promotions in years...from **C**OLUMBIA!

DICK CLARK



"BECAUSE THEY'RE YOUNG"

Starring **MICHAEL CALLAN** **TUESDAY WELD** and **VICTORIA SHAW**

with **REN BERLINGER**
Screenplay by **JAMES GUNN**
Based on a novel by **JOHN FARRIS**

GUEST STARS
JAMES DARREN • DUANE EDDY and **the REBELS**

ROBERTA SHORE
Produced by **JERRY BRESLER** • Directed by **PAUL WENDKOS** • A **DREXEL PRODUCTION**

PROMOTION NO. 1

BEECH-NUT IS HIGH ON "B.T.Y."!

WATCH BEECH-NUT'S MAMMOTH NATIONWIDE MOVIE PREMIERE CONTEST ON THE DICK CLARK SHOW, SATURDAY NIGHTS OVER ABC-TV NETWORK! ▼ A 13 WEEK POWERHOUSE PROMOTION REACHING 40 MILLION DUPLICATED VIEWERS A MONTH! ▼ INCLUDING 12,700,000 WOMEN AND 8,300,000 MEN! ▼ FULL COLOR DISPLAYS IN 360,000 RETAIL OUTLETS! ▼ FABULOUS PRIZES (1147 OF 'EM)! BUILDING TO THE BIG WORLD PREMIERE IN APRIL—IN THE WINNER'S HOME TOWN!

National

Pre-Selling

DEBBIE REYNOLDS will get star billing in the March "Seventeen." Six pages in full-color will appear "up front" in this issue advertising feature fashions especially selected by Debbie for America's "under twenties."

"Stand in for a Star" fashions chosen by Debbie will be advertised by the following national advertised brands: "Coro," "Tailored Junior," "Jolee," "Kayser-Roth," "Lady Berkeley," and "Gossard" in striking ads appearing in the March issue of "Seventeen."

These fashions are sold by specialty shops and department stores across the nation. Theatre managers can tie-in with their local stores when playing a Reynolds picture. Debbie's records can promote her current films in record stores, as well as at theatres, to be played during intermissions, and in the lobbies.

Paramount's "Rat Race," starring Miss Reynolds and Tony Curtis, will be released in March.

Pat Boone, star of Paramount's film "Journey To The Center of the Earth," is breaking box office records. He has written his second article for the January issue of "The Ladies Home Journal."

Pat suggests to teenagers in the "Journal" that they try to improve themselves by growing spiritually and mentally. He said "what we demand of ourselves is growth, not perfection."

Simone Signoret, star of Continental's "Room at the Top" gave a frank and very readable interview to the editors of "Look" for her pictorial profile which appears in the Jan. 19 issue.

She says, "For me, it is natural to put my husband always first." She is married to Yves Montand, a European singer as popular there as Sinatra is here.

Debbie Reynolds, now appearing in MGM's "Gazebo," at New York's Roxy Theatre, gave a candid interview about her marriage to "Photoplay," for their February issue.

WALTER HAAS

Rothacker Dies

(Continued from page 1)

an executive around 1910 in association with Carl Laemmle and R. H. Cochrane, specializing in advertising and educational films. He produced four pictures in 1914 and was an originator of screen cartoons.

As president and chief owner of Rothacker Film Manufacturing Co., he directed early experiments in the blending of sound with pictures. His laboratory company, the largest organization engaged in this work in the industry, was sold to Herbert J. Yates and merged with Consolidated Film Laboratories.

Following the sale of his laboratory interests, Rothacker was vice-president and managing director of First National Productions, and vice-president, Motion Picture Producers Assn. He was in charge of reorganizing General Service Studios for Electric Research Products, Inc. He was vice-president of Paramount Pictures and in charge of production at the Hollywood studios.

During the late war, Rothacker was director of the Board of Review of Motion Pictures for the Office of War Censorship, from which post he resigned at the close of the conflict. He had since been living in retirement here.

Rothacker is survived by his widow and a daughter, Mrs. Eugene O'Neil. Funeral arrangements have not as yet been completed.

House Unit Studies Film Claims from War

From THE DAILY Bureau

WASHINGTON, Jan. 25 — The House Commerce Committee has discussed—without coming to a decision—the problem of using enemy assets taken over by the government as a consequence of World War II to pay claims of American citizens. Such claims include those of US film companies whose properties abroad were seized by the enemy.

The committee, in a meeting which was not open to the public, talked over the current version of a bill which would provide for paying relatively small amounts to former enemy nationals but which would pool funds from the sale of German and Japanese vested property to pay off American claimants. The bill under consideration was proposed last year by the Administration.

It has been substantially modified by a subcommittee under the chairmanship of Peter Mack (D., Ill.).

Florida Exhibitors Set Dates for Fall Meeting

Special to THE DAILY

ORLANDO, Fla., Jan. 25. — The Motion Picture Exhibitors of Florida, an affiliate of the Theatre Owners of America, will hold its annual convention at the Robert Meyer Hotel in Jacksonville, Fla., on Sunday, Monday and Tuesday, Oct. 30-Nov. 1.

PEOPLE

Arthur B. Krim, president of United Artists, and chairman of the motion picture and amusement division of the Federation of Jewish Philanthropies, today will make the first phone call inaugurating the "Dial-a-Thon" to aid the annual fund-raising appeal of the Federation.

Howard Newman, who since last August has served as the New York publicity manager for Samuel Goldwyn's "Porgy and Bess" at the Warner Theatre here, has rejoined the staff of Joe Wolhandler Associates, from which he had taken leave of absence to fill the Goldwyn assignment.

Sid Kowaloff, artist on the advertising staff of Columbia Pictures, was the first to submit an entry in the Academy Awards program poster contest. The winning poster will be reproduced in three sizes for use in promotion of the "Oscar" show. Deadline for entries is Feb. 1.

Joseph Hyams, campaign director for Batjac Productions' "The Alamo," has resigned that post. He will announce his future plans on his return to New York following a vacation in the West Indies.

Carl Niesse, who spent 45 years in the exhibition field, and who is a former chief barker of Tent No. 10, Variety Club, is presently a patient at Veterans Administration Hospital, Indianapolis.

Big Magazine Drive

(Continued from page 1)

eight of the nation's leading magazines.

Kick-off of the blue-chip campaign is slated for Feb. 8, with a half-page ad in *Life Magazine*. Prime space has also been purchased in the *Ladies' Home Journal*, *Look*, *McCall's*, *Newsweek*, *Time*, *Redbook* and *The New Yorker*.

Jack Warner Receives 8th Milestone Award

From THE DAILY Bureau

HOLLYWOOD, Jan. 25. — Over 700 industry notables turned out last night to honor Jack L. Warner at the Screen Producers Guild's eighth annual milestone awards dinner in the Beverly Hilton Grand Ballroom.

The plaque presented by Gary Cooper to Warner was inscribed as follows: "The Screen Producers Guild presents to Mr. Jack L. Warner the wreath of honor for his historic contribution to the American motion picture."

Also honored was SPG's selection of "Ben-Hur" as the best produced theatrical motion picture. It was produced by the late Sam Zimbalist.

Msgr. Flynn

(Continued from page 1)

ican, were the principal speakers at the breakfast.

The fact that theatrical motion pictures are "no longer pinned down 12-year-old mentality" has re-enabled the medium and enabled it to move towards "a new niche in the world," Msgr. Flynn said. "Unfortunately, however," he continued, "many in Hollywood seem to think that 'adult' is a short spelling 'adultery' and this is where the dusty problem lies."

"It is true," he said, "as Cardinal Newman wrote, 'There cannot be sinless literature about sinfulness but it is also true that a motion picture cannot and should not pass sin without the slightest indication of a consciousness that it is sin.'"

He pointed out also that the problem is complicated by the fact that motion pictures are circulated to audiences of children and undiscriminating adolescents."

The handling of adult themes in adult and moral way by Hollywood is also welcome, Msgr. Flynn said in that motion pictures present a face of America to foreign lands and "for too long now Hollywood has been 'The Ugly American' in area."

Urges "Truth and Morality"

Msgr. Flynn reminded the Catholics at the breakfast, which he called "the image makers," that Catholics they represent the faith of their own world and that they always be conscious of their obligation to work toward the presence of "truth and morality."

Speaking of "The Risk of War: The Prospect for Peace," King Smith from his wealth of knowledge as a foreign correspondent of the grave problems facing the States this year. The question of peace, he indicated, rests on the outcome of the summit talks in Spring and, to an even greater degree, on the role which Red China will play in the near future in the relations between the West and Russia.

Guests of honor on the dinner included Thomas Dillon and Julio of the Metropolitan Opera company, Horace McMahon, Fred Henderson, Eddie Dowling, Fay, Merv Griffin, Fred Kelly, Thomas F. Little, Rev. Patrick Livan, S. J., and Mrs. James L. Edmund Grainger of the lay O'Brien, Driscoll & Raftery toastmaster.

ASK

OUR MAN IN ALBANY

...H. Schwartz

ABOUT

OUR MAN IN HAVANA

from Columbia

ASK

OUR MAN IN DALLAS

...J. Ju

ABOUT

OUR MAN IN HAVANA

from Columbia



MISS JANET MICK, STEWARDESS, AMERICAN AIRLINES

JETS! JETS! JETS! Enjoy American's magnificent jet-age convenience. From Los Angeles, American's 707 Jet Flagships offer you 4 nonstop flights to New York; 3 to Chicago; 2 to Washington-Baltimore; 3 to Dallas-Ft. Worth; 1 to Boston. From San Francisco, there are 2 nonstop jets to New York; 3 to Chicago. That's 4 nonstop jets from the west coast! You can choose de luxe Mercury or economical Royal Coachman service. Call your Travel Agent or American Airlines."

AMERICAN AIRLINES  **THE JET AIRLINE**

TelePrompTer

(Continued from page 1)

for the next five years all heavy-weight champion fights through "subservient managers of contenders to the title, nominal promoters, interlocking, directorate interests and exclusive dominion of the lucrative motion picture, TV and radio rights."

The court action stemmed from Lefkowitz' probe of the promotion and sale of ancillary rights of last June's heavyweight championship fight between Floyd Patterson and Ingemar Johansson, of Sweden.

According to affidavits filed in court, Irving Kahn, president of TelePrompTer, and Constantine (Cus) D'Amato, a principal stockholder of Floyd Patterson Enterprises and the fighter's manager, violated the anti-trust law by working to monopolize the promotion of heavyweight fights.

Herter, Doerfer, Fellows Will Address NAB Meet

From THE DAILY Bureau

WASHINGTON, Jan. 25. — The National Association of Broadcasters announced today that Secretary of State Christian A. Herter and Chairman John C. Doerfer of the Federal Communications Commission will be featured speakers at its 38th annual convention April 3-6 at the Conrad Hilton Hotel in Chicago. Secretary Herter will address the luncheon on Monday, April 4. Doerfer will address the Tuesday luncheon. NAB President Harold E. Fellows will keynote the convention when he delivers his annual address at the opening session on Monday morning.

The speaker for the Wednesday luncheon will be announced later.

Clair R. McCollough, Steinman Stations, Lancaster, Pa., will receive the NAB's 1960 Distinguished Service Award at the Monday luncheon.

Most convention sessions, including assemblies, luncheons, and banquet, will be open to all registrants. Those who may register are active and associate members of NAB and persons not eligible for membership in the Association.

A few sessions will be closed to all except owners and managers and their accredited representatives. Special accreditation forms are being provided members who wish other executives of their stations or networks to attend these sessions. The latest in broadcast equipment will be on display at the convention.

ASK
**OUR MAN IN
DES MOINES**
→ ... J. Jacobs
ABOUT
**OUR MAN IN
HAVANA**
← from Columbia

REVIEW:

The Swan Lake

Columbia

OUTSTANDING IN THIS enthralling presentation of Peter Ilyich Tchaikovsky's ballet classic, "The Swan Lake," a Central Documentary Film Studio production for Columbia release as a part of the Russian cultural exchange agreement, are the superb performances of its leading soloists, Maya Plisetskay and Nicolai Fadeychev. The two ballet stars give exciting interpretations of the choreographic nuances in this filmization in Eastman Color of an actual stage performance of the Bolshoi Theatre Ballet and Orchestra before an audience at Moscow's Bolshoi Theatre in 1957.

The film, which was directed by Z. Tulubyeva, from a screen play by Tulubyeva and A. Messerer, offers an absorbing prologue of the historical background of the Swan Lake ballet and its music man Tchaikovsky, presented with the aid of still photographs and off-screen narration. The voice of narrator also is heard during the performance of the ballet interpreting the action on stage which, while it may be of help to the novice in understanding the work, only serves to detract from the enjoyment of the devotee. The cameras and narrator also take us back stage *entre act* for an informative glimpse there, in addition to focusing on the Bolshoi Theatre audience many times during the performance.

Miss Plisetskay is charmingly captivating as the Swan Queen who falls in love with Nicolai Fadeychev as the Prince who, bored with the young ladies at the court from among whom he is to pick his bride, also falls in love with her at first meeting. The Swan Queen dances her uninhibited joy with enraptured zest at the finding of a true love which would break the spell of the Evil Spirit, who is provocatively portrayed and danced by Vladimir Levashev. Fadeychev performs with manly verve and grace and both he and Miss Plisetskay are at their exciting best in the dance at the palace when the Swan Queen appears as her look-a-like, as part of the Evil Spirit's diabolical scheme to make the Prince forget his vows to the Swan Queen which would prevent her being returned to human form.

The great interest aroused in the United States by the recent cross-country engagements of Russian dance groups should add importantly to the box office appeal of the film, which should most certainly find full approval among lovers of the ballet.

Technically the film is below Hollywood standards in the photography which often lacks clearness, this probably due to photographing the action under normal stage lighting insufficient for the color cameras. Also, the recording of the orchestra is, on the whole, tinny and lacking the high quality to which American audiences are accustomed.

Running time, 81 minutes. General classification. Release, in January.

SIDNEY RECHETNIK

FTC to Subject Media

(Continued from page 1)

publication had assisted in preparing advertising material believed by the agency to violate the law.

In the past, FTC has cited advertisers and their agencies, but has not acted against media, holding them to be simple channels of communications.

Expect 2,000 Telemeter Hookups for Feb. Start

Special to THE DAILY

TORONTO, Jan. 25.—More than 1,700 Telemeter subscribers have been hooked up for the start of the subscription television operation in nearby Etobicoke, and the number is expected to reach 2,000 by the time regular program transmissions begin, perhaps in mid-February.

Hookups of homes are continuing at a steady pace, and the new, finely equipped Telemeter studio established in Etobicoke is in readiness for the start.

DuMont Acquisition Is Studied By Republic

Republic Aviation Corp. is studying the possible acquisition by an exchange of stock of Allen B. DuMont Laboratories, in which Paramount Pictures holds a 26.6 per cent stock interest. DuMont for some time has been working on a color television tube for Paramount which would make possible moderate-price color TV sets for the consumer.

A decision by Republic on the results of its study is expected in the near future, possibly within a week. A spokesman for the company said it is conducting similar acquisition talks with other electronics companies as well as DuMont, and the latter said it, too, is talking to several other manufacturers seeking to acquire it.

DuMont reportedly has a large tax loss carry forward, some estimates placing it as high as \$8,000,000, which contributes to its attractiveness as an acquisition.

U. K. TV Me

(Continued from page 1)

Union, and National Association of Theatrical and Kine Employees

Prospects for an early date understood to be good as TV gram contractors, whose members are usually 100 per cent union, are anxious for the two treaties to come to an understanding.

In calling for an all-industry meeting the Federation board also issued a policy statement on the whole matter of selling theatrical films to TV. The board again condemned the recent deal whereby producers Woolf and Major Daniel Angel sold 55 of their old pictures to Associated British and threatened to withdraw labor forces if any of the Woolf-Angel films are shown on TV without prior consultation with unions.

Urge Contract Amendment

The Federation board also recommended today that its members insist on the insertion in its collective contracts of a class forbidding films they work on to be telecast without the agreement of the union.

In its statement on the TV situation the Federation took a swipe at the industry by commenting on its "ineptness and incompetence." It also referred to the "apparent inability of the film industry to cope with the problem."

The Federation also called on TV companies to use their profits to encourage the production of "new and genuinely British series" rather than using the profits to acquire old theatre films at a price.

Anti-Payola Pleas Filed At FCC by WBC, BMI

From THE DAILY Bureau

WASHINGTON, Jan. 25.—Irene M. McGannon, president of White House Broadcasting Co., and a member of the TV Code Review Board, told the Federal Communications Commission today that "payola" should be made a crime under the commercial bribery law. He suggested a proposed bill calling for the imprisonment of persons who solicit or accept payment in exchange for the air "plugs."

The FCC also was told by Stephen M. Kaye, chairman of the board and general counsel of Broadcast Music, Inc., that ASCAP's system of payments for on-the-air music was unduly "payola." ASCAP had earlier made a comparable agreement against BMI.

'Deplores' the Practice

Kaye said that BMI "deplores the practice" but because it has no direct contact with "payola" lacks information to its extent. He asserted that he has "seen no evidence that it is anything more than a minority."

Kaye claimed that ASCAP's inactivity in making charges against BMI was to regain the "unbridled monopoly" that it enjoyed in the field of forming rights prior to the formation of BMI.

TV Joins M-G-M Voyage' Campaign

Goldwyn-Mayer and ABC the weekend announced promotions for Robert Stack's role in "The Last Voyage" the network's series, "The Unlabeled," which also stars Stack. In addition to local exhibitors placement of "spots" adjacent to "The Unlabeled," on-the-air plugs for "The Last Voyage" will be exchanged with the lobby and screen credit to the series. Local television stations will cooperate on a variety of appropriate contests with newspapers, highlighted by their importance in the movies and

Teletitles

(Continued from page 1)
 newsreel release of the Spyros Poulos-Nikita Khrushchev exhibit at the 20th Century-Fox studio last fall reported in MOTION PICTURE NEWS yesterday, News of the Day entered its 1959 "Screen News" in the new competition, and Teletitles, which has entered of Promise," a 1959 news highlight. Universal Newsreel 1 against entering the new category. Asking the Academy last year special awards category for newsreels, officials of the newsreel industry had in mind recognition of regular twice-a-week newsreels as well as their specials and reviews. However, the Academy excluded regular newsreels and, instead, simply enlarged the existing documentary award category by adding therein a newsreel documentary group consisting of releases of more than 3,000 feet treating of a subject which has been exposed to a public audience in the preceding calendar year

Providence Censor Dies

PROVIDENCE, R. I., Jan. 25.—Lt. P. Blessing, 49, Providence amusement censor for the past 25 years, died here following a long illness. He had been on the force of this city since 1935.

John Lewis Is Dead

LEDO, O., Jan. 25.—Milton Lewis, manager of the Princess Theatre-Balaban & Katz house, died here yesterday.

OUR MAN IN BUFFALO
 ...B. Felcher
OUR MAN IN HAVANA
 from Columbia

REVIEW:

The Third Voice

20th-Fox—CinemaScope

HOLLYWOOD, Jan. 25

DIRECTED with "dynamite," this potential blockbuster is designed to keep audiences intrigued from main to end title. The name Hubert Cornfield emerges as a comet for overnight recognition as an important picture maker. Giving strong testimony to his multiple talents are his work as a screenwriter, having transposed Charles Williams' novel, "All The Way," into exciting entertainment; displaying a masterful strokes of suspenseful, well-paced, artful direction; and a good sense of production values, sharing production credit with Maury Dexter.

It is not only a tour de force for Cornfield, which should find rewarding applause in box office terms, but it is in effect a career piece for Edmund O'Brien, who delivers a fascinating performance as a man hired to impersonate the authoritative voice, habits and appearance of a tycoon, victim of a murder plot perpetrated by Laraine Day. Miss Day enacts the role of the murdered millionaire's jilted mistress and former secretary, with cold, calculating revenge.

The film gains in dramatic impact from its opening scenes in which O'Brien responds favorably to Miss Day's "schooling" of information and impersonation, in order to earn his share of cash for the caper.

Disposing of the millionaire's body, after Miss Day finds her satisfaction in killing him, O'Brien couples his masquerade duties with fun in Mexico, where he meets the alluring Julie London in a hotel bar, and takes her on a round of the night spots.

O'Brien attempts to kill Miss Day and keep all the cash for himself, but the entire plot backfires as Miss London barges in with police assistance to expose O'Brien and Miss Day's crime. Miss Day reveals with hysteria the simple, though "grave" error she made by not acquainting O'Brien with a description of what the deceased millionaire's new girl friend, Miss London, looked like.

Running time, 80 minutes. General classification. Release, in March. SAMUEL D. BERNIS

UA Sales Meet

(Continued from page 1)

meetings will also outline new merchandising methods designed to effect maximum selling impact at the local level and to aid exhibitors and salesmen in the field.

UA home office executives participating in the various district sessions include James R. Velde, vice-president in charge of domestic sales; Milton E. Cohen, Eastern and Canadian Division manager; Sidney Cooper, Central and Southern Division manager, and Al Fitter, Western Division manager.

The following district managers will lead sales meetings in their respective territories: Gene Tunick, Eastern; James Hendel, Central; William Hames, Southern; F. J. Lee, Midwest; R. Clark, Western, and Charles S. Chaplin, Canadian.

Harry Goldman, Chicago branch manager, and Bud Ederle, New York branch manager, will hold similar meetings of branch sales personnel.

AIP Drive for 'Planet'

HOLLYWOOD, Jan. 25.—American International Pictures, which recently acquired "Angry Red Planet," will kick off national distribution of the film on March 10 in Texas, with 50-theatre saturation engagements, it is reported by Leon P. Blender, vice-president in charge of distribution.

Interfaith Unit

(Continued from page 1)

and personalities and theatre operators. The committee supplies the cards at one cent each to individuals and organizations. A lemon-colored card is for commendation and an orange card indicates disapproval.

"Write only what you honestly think," says a message on the cards. "Then the person reading your words will get a true index of public opinion." Next to the signature is the line, "One who supports in some way the business you serve."

Text of Disapproval Message

The cards of disapproval have this message:

"Gentlemen: As a fellow citizen, I am interested as you are in the moral well-being of future Americans. In keeping with the ideals and principles of the Interfaith Committee for Better Entertainment, I disapprove of the following presentation. . . ." After the added line, "I think this program is harmful because. . ." there is space for individual comments, signed with name and address.

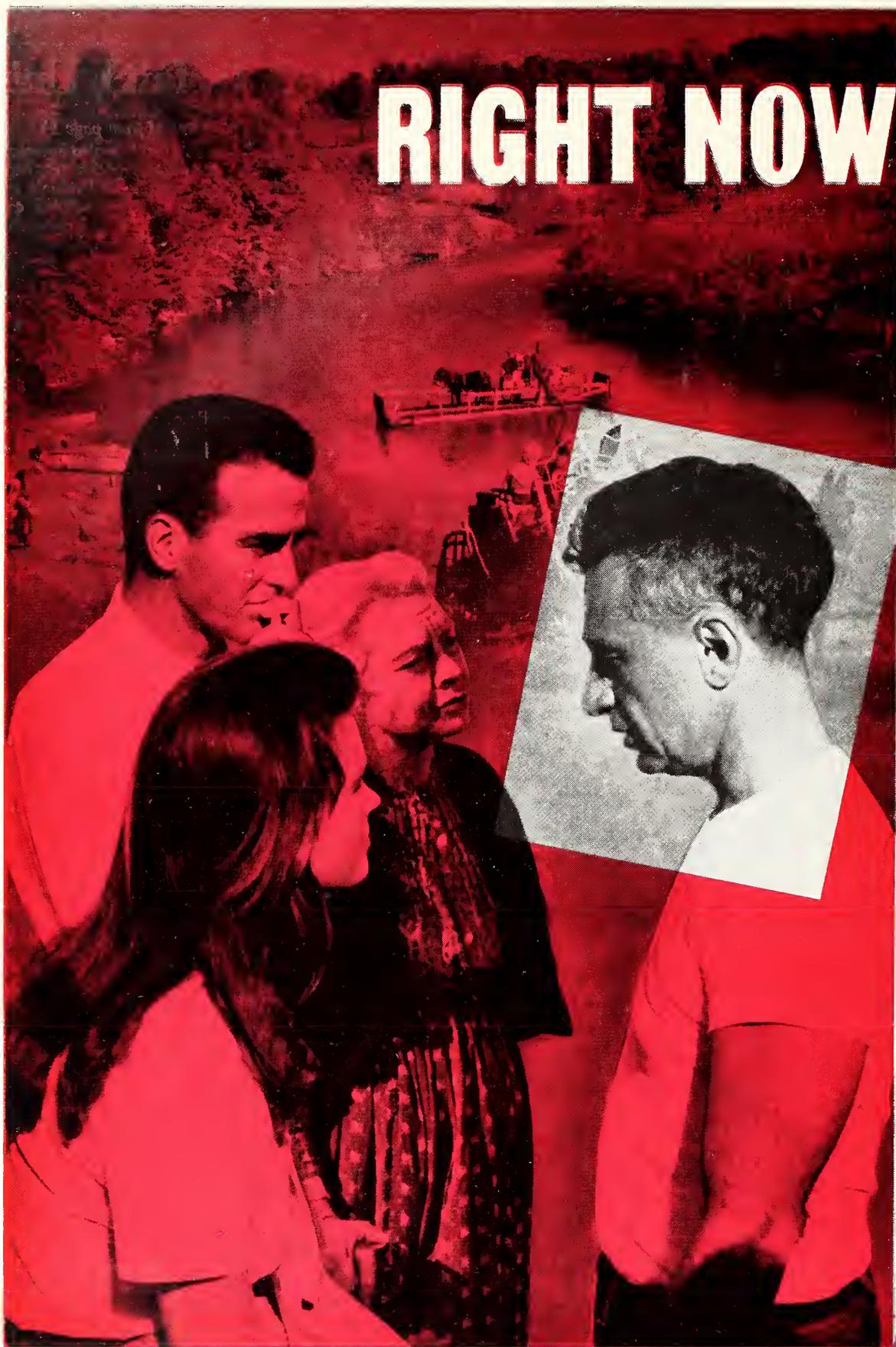
The laudatory cards lead off with this statement:

"Gentlemen: In keeping with the ideals and principles of the Interfaith Committee for Better Entertainment, and because I firmly believe in the power of good entertainment, I wish to commend you for the presentation of. . ." There is an added line, to be followed by individual remarks: "Here is why the program pleased me. . . ."

THE BIG ONES..
 are advertised in **LIFE**
 COLUMBIA Presents
 A Stanley Donen Production
ONCE MORE, WITH FEELING
 In LIFE's February 8th Issue
LIFE THE BIG ONE IN MOVIE SELLING

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this man*
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on film
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greatest
performances
ever given
in a
powerful
dramatic
story of
the making
of the
New South...



MONTGOMERY
CLIFT

LEE
REMICK

JO
VAN FLEET

prepare for
* **ELIA**
KAZAN'S
Wild
River
from 20th!

MOTION PICTURE DAILY



7, NO. 18

NEW YORK, U.S.A., WEDNESDAY, JANUARY 27, 1960

TEN CENTS

EDITORIAL
Variety Week —
January 8-14

Erwin Kane

Variety Clubs International will hold the second annual Variety Week from Feb. 8 to 14. This is the period chosen by the international organization during the immensely important human work conducted by its hosts year in and year out is to the attention of the public in 46 cities in which the Tents are held. For the most part, the Variety Clubs remains sized at other times. Most humanitarians and independent charity workers and consumers, Variety Club members prefer to talk of their good deeds, practical and experienced workers are aware, anonymity in the matter of good deeds can be a fault. There is a time when the public, particularly the young public, is entitled to be told of what these comparatively young groups of showmen in their re about.

time, the International organization has decided, is during an anniversary Week.

year, the 46 Variety Tents cover \$3,000,000, most of it with assistance of handicapped children in their communities. In the 15 years of its existence Variety has a total of \$78,000,000.

Each Tent has its own Heart project, particular beneficiary of its fund-raising endeavors. In Minneapolis, for instance, it is the better known Jimmy Fund, one of the few in the world devoted exclusively to children's cancer and the clinic for chemotherapy in the all made possible by unselfish efforts and dedication.

In Minneapolis, it is the Variety Heart Hospital, internationally known for its research in heart surgery. In San Francisco, it is the Blind Children's Foundation which has graduated 462 blind children in the last 15 years. In Las Vegas, it is schools for mentally handicapped and a sensory. In Miami, The Children's Hospital. In Chicago, the La Rabida Park Sanitarium. In New York, cancer treatment and research. The list goes on and on.

There are among the stories that (Continued on page 2)

Chief Barkers Work on Variety Week, Toronto Meeting and Local Drives

Newly elected chief barkers of Variety Clubs' 40 tents in this country are hard at work on Variety Week, the upcoming Toronto Convention, membership drives and intensified local charity activities, according to the showman's International Chief George Eby, who has just completed "enthusiastic meetings" all over the country.

Kramer Sees No Trend To 'Awareness' Films

By SAUL OSTROVE

"On the Beach," in spite of its controversial reception and its pleasing worldwide grosses to date, will not necessarily create new paths for production of other "public awareness" films.



Stanley Kramer

"'On the Beach' proves nothing (Continued on page 6)

Pa. Senate Confirms New Censor Appointments

Special to THE DAILY

HARRISBURG, Jan. 26. — The Pennsylvania Senate today confirmed the appointment by Governor David Lawrence of a new three-member film (Continued on page 3)

High Catholic Award Goes to 'Anne Frank'

Twentieth Century-Fox's "The Diary of Anne Frank" received the highest award of the Catholic Central Orientation of Cinematography of Cuba recently, the award being made by the Papal Annuncio Mons. Centoz, representing the Pope.

The honor, conferred upon the George Stevens production at a special banquet, was presented to Tom Sibert, president of Fox Film De Cuba, and was inscribed: "To the picture that because of its quality and inspiration, is most able to contribute to the spiritual progress and advancement of the most important human values."

Accompanied by Edward Emanuel, his first assistant, and Executive Director George Hoover, the trio met with Variety Clubs leaders in a series (Continued on page 7)

Louis Shor Named Shor Theatre President

Special to THE DAILY

CINCINNATI, Jan. 26. — Louis Shor of Williamson, West Va., a cousin of the late Ruben Shor, has been elected president of the reorganized Shor Theatre Chain, it was announced by Peter J. Palazzolo, prominent local business executive and partner associate of Ruben Shor since 1948.

Palazzolo himself is executive vice- (Continued on page 7)

Big Milwaukee TV Drive for 'Flanders'

Twentieth Century-Fox's "Dog of Flanders" will enter a saturation bow in the Milwaukee area on February 17, preceded by the most extensive television campaign ever attempted in that location, Charles Einfeld, vice-president, announced yesterday.

The film company will use a triangulation pattern on three local TV stations in the area, with overlapping spots covering every audience level, thereby achieving "blanket coverage" of virtually the entire viewing audience.

"Dog of Flanders," which won the (Continued on page 6)

Gov. Furcolo Heads Levine Fete Guests

Special to THE DAILY

BOSTON, Jan. 26.—Governor Foster Furcolo heads the list of distinguished citizens in the motion picture industry and civic and fraternal figures to attend a testimonial luncheon honoring Joseph E. Levine, president of Embassy Pictures Corp. Sponsored (Continued on page 7)

TELEVISION TODAY—page 6

Ballot Being Mailed Board's Letter Asks Approval Of SAG Strike

Would Hit Only Theatrical Films; Deadline Extended

From THE DAILY Bureau

HOLLYWOOD, Jan. 26. — The board of directors of the Screen Actors Guild, by unanimous vote, has decided to ask the membership of the guild for authorization to call a strike against any producer of theatrical pictures who refuses the guild's collective bargaining demands for additional payments to actors when theatrical films made after Aug. 1, 1948, are sold to television.

Another guild demand not yet met (Continued on page 2)

Samuels Heads Sales For New RCIP Co.

Leo F. Samuels, former president and general sales manager of Buena Vista Film Distributing Co., has



Leo F. Samuels

named general sales manager of Releasing Corp. of Independent Producers, a recently formed company of which Joseph S. Satinsky of Philadelphia is president. RCIP has a schedule of 14 features for release in 1960 and early 1961 and plans to augment (Continued on page 7)

Prudential Plans New Theatre in Bayshore

Prudential Theatres announced that Maurice Sornick, architect, has been commissioned to draw plans for a 2,000-seat theatre to be erected in Bayshore, Long Island, on Sunrise Highway. The theatre is to have the latest equipment, including Todd-AO. The theatre is to be ready in June.

PERSONAL MENTION

JOHN DAVIS, managing director of the Rank Organisation, Ltd., has arrived in New York from England by way of Toronto.

JAMES NICHOLSON and SAMUEL ARKOFF, officials of American International Pictures, will return to New York from Europe on Sunday.

IRVING LUDWIG, president of Buena Vista; JAMES V. O'GARA, Eastern division manager, and BOB DORFMAN, exploitation manager, have returned to New York from Sarasota, Fla.

MORTON GERBER, representative of Variety Clubs International, will be in Baltimore on Saturday from Washington.

TAMMY ROSENTHAL, daughter of DANNY ROSENTHAL, United Artists branch manager in Cleveland, will be married there on March 26 to JAMES GREEN.

EARL WRIGHT, manager of the Candlelite-Pix Twin Drive-in Theatre, Bridgeport, has left there for a vacation in Florida.

FRANK LARSON, TONY GOODMAN and BILL DOEBEL, of the 20th Century-Fox office in Omaha, will be in Dallas from there for three days, Feb. 1-3.

JOHN STURGES, producer-director, has arrived in Mexico City from Dallas.

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from Knoxville, Tenn.

MRS. DAVID ROSENTHAL, wife of the United Artists branch manager in Cleveland, has returned to her home there following two months of hospitalization.

gems of showmanship!...

SPECIAL TRAILERS

by **national screen service**

EDITORIAL

(Continued from page 1)

will be told locally in the 46 Variety Club cities during the coming Variety Week.

The aim, of course, is not only to inform of the work of Variety but to help insure the success of its fund-raising endeavors within its communities during the year. For, as the Heart Projects grow in size and importance, the task of maintaining them outraces the resources of small bands of showmen, and demands community participation to some extent.

The telling of the Variety Tents' story should be a matter of pride for this industry, whose members play so important a part in it. All who can do so should lend their assistance to a Tent during Variety Week and throughout the year.

Bagpipers to Herald 'Bismarck' Bow Here

The Sovereign British Bagpipers Society, an organization composed of British and Scottish veterans living in the New York area, will participate the night of Feb. 11 in the premiere of 20th Century-Fox's "Sink the Bismarck," at the Paramount Theatre.

Dressed in official, full-dress uniform, the bagpipe-and-drum corps will march down Broadway, through the entire theatre district, heralding the opening of the film which depicts events relating to the destruction of the German battleship Bismarck, in the spring of 1941.

SDG to Tell Finalists For 'Best' Before Feb. 6

From THE DAILY Bureau

HOLLYWOOD, Jan. 26. — The Screen Directors Guild will name five finalists for "Best Directorial Achievement" of the year in the field of theatrical motion pictures prior to its annual Awards dinner Feb. 6 at the Beverly Hilton Hotel here. Top honors will not be announced until actual presentation of awards at the dinner.

Ballots containing 13 films have been mailed to guild members for final selections in achievement.

Sher Named to Head Kansas Association

Special to THE DAILY

KANSAS CITY, Mo., Jan. 26.—Abbott J. Sher, an official of Exhibitors Film Delivery Service, has been elected president of the Motion Picture Association of Greater Kansas City. He succeeds Frank Thomas.

The other new officers are: Ralph Adams of National Theatres, and Howard C. Thomas of Warner Brothers, vice-presidents; M. B. Smith, of Commonwealth Theatres, secretary, and Richard Durwood, of Durwood Theatres, treasurer.

New 8mm. Projector, Sound Camera Shown

An 8mm sound motion picture camera and its companion projector were demonstrated here yesterday by the Fairchild Camera and Instrument Corp. in a press preview at the Sheraton-East Ambassador Hotel. The new development in equipment for the home movie market is to go on sale to the public at the end of April on a national scale.

What sets the new equipment apart from previous models is that it contains a microphone that can pick up and record on 8mm film the sounds of a scene simultaneously with the action. The battery pack and sound amplifier are contained within the camera body making the unit compact and portable.

Previous 8mm cameras have not been equipped to film and sound nor have conventional amateur 16mm cameras. Fairchild researchers were able to place a rechargeable nickel cadmium battery and transistorized amplifier within the compact camera itself. The sound, picked up by the connected microphone, is recorded on a thin magnetic stripe along the edge of the film.

Image Is Clear

As shown here yesterday the Fairchild Cinephonic Eight, as the equipment is called, produces a clear and sharp image on color film. The size of the picture projected for demonstration purposes was about 2 feet square. The speaker was placed directly beneath the screen, which is the position recommended by the manufacturer.

The new Fairchild camera and microphone lists for \$239.50. The sound projector-recorder and its microphone will sell for \$249.50. The Fairchild 8mm sound film in color is priced at \$7.50 for a 50-foot roll of double-8 film, a total of 100 feet.

The Fairchild sound film is being produced for the company by Ansco.

Senate Unit Approves Tariff-Cut Measure

From THE DAILY Bureau

WASHINGTON, Jan. 26. — The Senate Foreign Relations Committee has urged the Senate to ratify the so-called Florence agreement, which would lower tariff barriers to imports of educational and scientific material. If the Senate ratifies the document, additional legislation will be needed before the U.S. can take any further action.

It would appear as though two copies of a newsreel could qualify for duty-free entry under the proposed agreement if brought in by an approved importer. Changes in duties on films imported for commercial showing in this country are not likely to result from U.S. participation in this international agreement.

SAG Strike

(Continued from page 1)

Meanwhile negotiations between the guild and AMPP will continue. The producers' offer is for an increase in wide welfare and pension plan contributions financed by employer contributions of five per cent of the total actor's salary.

The guild's present contract is to expire at midnight Sunday. An agreement of both sides, if temporarily extended, with the intent to cancel on 10 days' notice.

The strike authorization was asked in a nation-wide mail ballot of more than 14,000 members of guild.

Accompanying the ballot for each member will be a union "Paper" explaining the issues of the guild and Association of Picture Producers have reached an impasse.

It will be unanimous recommendation of guild board that members vote to authorize a strike in the present deadlock continuing. Guild by-laws require that 75 per cent of those voting must vote in favor of a strike in order for a strike to be effective.

The guild stressed that the strike, if it comes, will only affect the picture production and will not affect employment of actors in television, films, television commercials and other forms of motion picture production.

Including the time necessary to prepare and print the ballot and referendum material, it is estimated that it will be about three weeks before results of the vote are known.

Rothacker Burial

LOS ANGELES, Jan. 26.—Ron R. Rothacker, pioneer executive who died here on Jan. 25, will be buried in a crypt at Forest Lawn. By his will his wife will be no funeral services or flowers. Contributions to the Rothacker Society was requested in lieu of flowers.

U.A., Detroit, Move

DETROIT, Jan. 26. — The United Artists exchange here, under the leadership of Sidney Bowman, has moved to new quarters at 109 Fox Building.

ASK

OUR MAN IN WASH., D.C.

ABOUT

OUR MAN IN HAVANA

from Columbia

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bldg., Bear St., Leicester Square, W. 2; Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond C. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year; Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copy 15c.

**to PCA: Scan
nt,' Not 'Content'**

by SAMUEL D. BERNS
HOLLYWOOD, Jan. 26. — "Hon-
d good taste should govern
ip," Ray Stark, making his
s a producer with production
World of Suzie Wong," told
e press at an interview in the
nt studios today.

stated he did not believe
ould be restrictions on the
taste, and, while he is not
any punches with the provo-
tory, he expressed the hope
Production Code Authority
onsider the finished film on its
rather than content."

roducer, youthful veteran in
agenting, "packaging" and
g of motion pictures, en route
on from Hong Kong where
and crew completed its loca-
oting to resume in London
y, expressed concern over the
ing Screen Actors Guild strike,
might affect the eight or nine
left on the shooting schedule
important production.

made Under Eady Plan

icture is being made under
y Plan in a partnership ar-
nt with Paramount British,
be released in 1960, Stark

ing further on the content of
ark reported that prostitution
ter of survival in Hong Kong,
t its treatment is not to be
d as a bid for "cheap sens-
sm."

Package Strong

ount reports that Perlberg-
"The Country Girl" and "The
at Toko-Ri," re-release pack-
ng the McLendon radio-TV
dising formula, has grossed
n its opening four days at the
ltian Theatre, Houston. Both
r William Holden and Grace

'Ben-Hur' Run Set

-Goldwyn-Mayer's "Ben-Hur"
n March 22 at the Towne
n Baltimore, it was an-
yesterday by Robert Mochrie
M and I. M. Rappaport, pres-
the Rappaport Theatres in
e.

coat' Holding Over

ation Petticoat," which
n 24 theatres in the Greater
rk area last Wednesday, is
over in virtually every situa-
le topping all previous U-I
as well as the films of other
ors, U-I said yesterday.

iel Services Held

IMORE, Jan. 26. — Funeral
ave been held here for Clar-
hael, manager of the Century
who died at St. Agnes Hospi-
e he had been a patient for
months. His widow, Mary, sur-

REVIEW:

Our Man in Havana

Kingsmead Prod.—Columbia—CinemaScope

HOLLYWOOD, Jan. 26

CAROL REED'S INITIAL venture as a producer-director is a potpourri of enjoyable portrayals, interesting Cuban settings, and a series of incidents spoiled with whimsical "British" humor.

Its box office potential derives considerable added weight because of cast appeal, having an unusual combination of top English performers, Alec Guinness, Noel Coward and Ralph Richardson, joined by an equally appealing group of American stars, consisting of Burl Ives, Ernie Kovacs, the charming Maureen O'Hara, and the talented new beauty, Jo Morrow. Graham Greene's screenplay, taken from his own quite popular novel of the same name, is crowded with entertaining situations, tailored toward Sir Carol's flair for camera expression. Kovacs is outstanding as a hated Cuban police captain, (in the period before Castro), who plays, with suave contempt for Guinness, the role of gentleman in a fruitless campaign to win Miss Morrow, Guinness' daughter. Maureen O'Hara supplies warmth to the film with her portrayal of a British agent, who falls in love with Guinness, a simple man intent on bringing his daughter up properly and taking her away from the atmosphere of his vacuum cleaner business, located in a frivolous section of Havana.

The farcical premise has Noel Coward, head of a British Caribbean espionage network, engaging Guinness as an agent for the British Secret Service. Guinness, under advice from his friend Burl Ives, who poses as a German doctor, but also involved in espionage, finds a way to fabricate his information and bilk the service for huge sums with which he plans to ensure his daughter's future. When Guinness is discovered to have perpetrated a fraud by supplying the Service with "invented" drawings of a secret weapon, which are in reality distorted components of a vacuum cleaner, he is deported with his daughter and Miss O'Hara to England by Kovacs, who also operates as a spy, and who regards the selfless Guinness as a dangerous alien.

Rather than suffer the certain wrath of the Ministry, Ralph Richardson, head of the Service, "reclassifies" Guinness information, and assigns him to an instruction position. One of the highlights of the film is a checker game between Guinness and Kovacs, played with miniature liquor bottles, with each of the players required to drink the contents of every bottle he jumps.

Running time, 112 minutes. General classification. Release, in February.

SAMUEL D. BERNS

**'Discrimination' Bill
Advances in Albany**

Special to THE DAILY

ALBANY, N. Y., Jan. 26. — The Senate today advanced from general orders to third reading a bill by E. Ogden Bush, Republican of Delaware County, amending the executive law to change definition of "public accommodation resort of amusement" in provisions prohibiting discrimination because of race, creed, color or national origin, to classify specifically some 30 types of establishments and operations as coming within the term's meaning.

Included are: theatres, motion picture houses, roof gardens, music halls, race courses, golf courses . . . all public conveyances operated on land or water, as well as the stations and terminals thereof; public halls and public elevators of buildings and structures occupied by two or more tenants, or by the owner and one or more tenant.

The measure, which would take effect immediately, is due for a final Senate vote which is scheduled for next Monday night.

**Senate Group Cancels
Film Reference in Bill**

From THE DAILY Bureau

WASHINGTON, Jan. 26. — The Senate finance committee has acted to cancel a provision in a House-passed bill, H. R. 7588, which would have altered the "rent" status of income from motion pictures. In a report which became available today, the finance committee generally goes along with the House-approved measure, but adds a sentence to make it clear "that this new provision is not to apply to compensation, such as that for use of motion picture films, etc., which has by the Treasury Department been classified as rents rather than royalties."

The committee also made changes which exclude copyright royalties from the definition of personal holding company income if certain conditions are met. The conditions are devised so as to exclude from classification as personal holding companies any operating companies, such as music publishers, that receive a high proportion of their income in copyright royalties.

PEOPLE

John Downing, comptroller of Embassy Pictures, Boston, has been transferred to the New York offices of the company.

Howard Smidt, who has resigned as Paramount sales representative in the Albany, N. Y., territory after 19 years with the company, will be guest of honor at a testimonial banquet to be held at the Thruway Motel on Feb. 1. He is being succeeded in his Paramount post by Francis Lynch, formerly booking manager for Paramount.

Terry Turner has been engaged by M-G-M to handle special television promotion on two of the company's principal 1960 releases: "The Last Voyage" and "The Time Machine."

Elihu Robinson, formerly promotion director of Topics Publishing Co. and Dell Publishing Co., has been named sales promotion director of *The American Weekly*.

Ray Anazarut, producer, has joined Charles H. Schmeer's Ameran Films as production supervisor. His first assignment will be to prepare Schmeer's next production, "Mysterious Island," based on the Jules Verne novel.

Pennsylvania Censors

(Continued from page 1)

and theatre state censorship board. The appointments, made by the governor last fall, had been pending since then.

The new censor board is not to be officially activated, however, until law suits challenging the constitutionality of the new state law authorizing the board have been settled in the courts. Two suits have been filed, one by film exhibitors and one by distributors.

Named to the censor board are Peter T. Dana, former Universal district sales manager; Mrs. Mae Bergin, former Philadelphia Film Row secretary; and Ira C. Sassaman of Hummelstown, Pa.

Passage Almost Unanimous

Failure of the Senate to act on their appointments until now was attributed to dissatisfaction with other gubernatorial appointments rather than with those proposed as censors or to the new censor law itself. The legislation was passed by both Senate and House with only one dissenting vote.

Suits against the censor law charge that it is unconstitutional and void on a number of grounds, particularly because it constitutes an unwarranted interference with freedom of speech; that the definitions are so vague as to constitute a denial of due process of law to the plaintiff, and because it is discriminatory and denies the plaintiff equal protection under the law by exempting fraternal orders and others from its provisions.

91 MILL

MOST INTENS

IN MOTIO

**"TOP-NOTCH
ADVENTURE SUSPENSE."**

—*Variety*

"Hard-hitting. Will appeal to everyone."

—*M. P. Herald*

"Spine-tingling suspense. Spectacular Metro-color. Profitable grosser."—*Boxoffice*

"Audience will sit on edge of their seats. Masterful."—*M. P. Exhibitor*

"Superb! Realistic! Fine dramatic entertainment."—*Film Daily*

"Smashing story, swiftly told."—*M. P. Daily*

"One of most spectacular ever filmed."

—*Hollywood Reporter*

"Will probably not be surpassed as pure excitement for months."—*Variety (Daily)*

METRO-GOLDWYN-MAYER Presents
AN ANDREW and VIRGINIA STONE Prod

The logo consists of the letters 'T' and 'H' in a bold, red, sans-serif font. The 'T' is positioned to the left of the 'H', and they are both set against a black background.

Starring

ROBERT STACK · DOROTHY MA

UTES OF THE

SUSPENSE

ICTURE HISTORY!

EVERY
DRAMATIC
MOMENT
FILMED
ENTIRELY
ABOARD THE
WORLD'S MOST
GLAMOROUS
LUXURY
LINER!

BIG BOX-OFFICE LAUNCHING!

WATCH SUSPENSEFUL SHOWMANSHIP IN FIRST ENGAGEMENTS! (Feb. 18th) San Francisco, St. Louis, Buffalo, Columbus, Toledo, Fresno, Norfolk, Richmond, Sacramento, Stockton, San Jose. (Feb. 19th) Charlotte. Los Angeles saturation bookings start Feb. 24th. Texas saturations Feb. 25th. More to come!

LAST VOYAGE

IN METROCOLOR



ME SANDERS · EDMOND O'BRIEN · TAMMY MARIHUGH · Written and Directed by ANDREW L. STONE

Milwaukee TV

(Continued from page 1)

Parent's Magazine award for Family entertainment will be pre-sold by special TV spots in which Joanne Woodward, speaking as a mother, and David Ladd, starring in the film, and talking to the youngsters of America, describe the story of a boy and his dog.

The Robert Radnitz production will also be backed by the extensive 75 newspaper purchase of full-page color sections of "Flanders" in reader-form, through the Metro and Puck groups, scheduled to break in the area just prior to the film's debut.

Twentieth will also, Einfeld added, engage in an elaborate newspaper campaign in advance of, and continuing through the run of the film.

Milwaukee branch manager Jack Lorentz, and regional advertising-publicity manager Louis Orlove will work with TV station personnel on the promotion, setting up advance local-level exploitation insuring the "Dog of Flanders" campaign complete area saturation.

Skiatron Trading Is Suspended Thru Feb. 5

From THE DAILY Bureau

WASHINGTON, Jan. 26.—All trading in the common stock of Skiatron Electronics and Television Corp. continues suspended through Feb. 5 by the Securities and Exchange Commission. It is expected that successive suspension orders will be issued by SEC until action is taken following completion of hearings before SEC examiner Robert N. Hislop. The hearings, now in recess, are slated to resume on Feb. 10.

Bar Head Advises FCC On Freedom of Speech

From THE DAILY Bureau

WASHINGTON, Jan. 26. — The Federal Communications Commission has received prepared testimony by the president-elect of the American Bar Association, Whitney North Seymour, asserting that the Constitution's guarantee of freedom of speech "covers the communication of ideas, whether they are of the 'discussion' or of the 'amusement' type."

McCallum Confirmed

WASHINGTON, Jan. 26. — The Senate today confirmed Philip McCallum as administrator of the Small Business Administration.

AROUND THE TV CIRCUIT

with PINKY HERMAN

A HIT combo is mighty hard to lick and we refer of course to the fabulous Kate Smith-Ted Collins duo. Monday night TVia CBS (7:30 EST) a slimmer Songbird of the South returned to the scenes of her greatest triumphs and again proved herself "winner and STILL champ." La Smith will bring back to the home screens her legion of old friends and can't miss making new ones. Several times in the recent past the lark made guest appearances on other programs but we always felt that whenever she is on stage, the others with her are the visiting guests. Welcome Home, Kate. . . . Reports have it that this Friday's Buick-Electra Playhouse presentation of Ernest Hemingway's "The Fifth Column," adapted for CBS-TV by A. E. Hotchner directed by John Frankenheimer and co-starring Richard Burton and Sally Ann Howes, is "Emmy Award" calibre. . . . Edward Joy-Diana Green Productions has acquired the TV rights to three 20th Century-Fox flickers for live presentation. "All About Eve," "The Young Mr. Pitt," and "Heaven Can Wait," which will be adapted and televised this year. GAC set the deal and will handle the sales of the properties to agencies and networks. . . . It was a proud evening for the Sylvania Award winners last Thursday at the Hotel Plaza but nothing like the justifiable pride felt by the entire staff at K & W Film Service. Two programs thus honored, namely Roy Meredith's "American Civil War" documentary, produced for Westinghouse Broadcasting Co. and "Meet Mr. Lincoln," of NBC's "Project 20" series, were completely designed, set-up, photographed and edited under the supervision of Ralph Koch and Norm Witten. . . . Joe Cal Cagno and Bessie Little have formed the Bess-Cal Publications and their initial consumer editions of "Teen Parade" and "TV Film Stars" have just hit the news stands. . . . Always different—that's Gary Wagner. His New Year Party will be held tomorrow at the Hotel Astor. Yep, we said, "New Year Party"—and inasmuch as tomorrow is Chinese New Year, "the wag" has asked his legion of friends to come in Chinese costume. (We know there'll be at least seven "Charlie Chan's.") . . . Another chow mein item. Alen Swift just filmed a new Jello-commershell in which he appears and sounds like a Chinese Announcer. . . .

☆ ☆ ☆

Lawrence Welk has been seeking a new "Champagne Lady" for many months and having been an admirer of Welk's music for lo these many years (we printed raves about his music years ago when he summer-replaced Guy Lombardo's Ork each summer at the Hotel Roosevelt in New York) we've watched his Saturday ABCconcerts. We feel that his quest ended sometime last September when a beautiful, curvaceous blonde with voice to match named Betty Cox sang on his show. Lawrence should most certainly WELKome Betty as the new "Champagne Lady." . . . Helen Hayes, First Lady of the Theatre, will Host the next segment of the popular CBS-TVvehicle, "Woman!" which will be seen March 1. Featuring outstanding distaffers including Claudette Colbert, Margaret Truman among others, this Public Affairs Production is produced by Fred Freed with Craig Fisher, ass't. . . . Robert Pell, formerly United Artists and more recently sales mgr. for Precision Film Labs, has been named account exec for Music Makers, Inc. . . . Herb Wolf's "Masquerade Party," which has been a consistent audience pleaser for years, returns to the NBChannels Friday for a regular colorcast sked. Bert Parks will again Host the series which will feature a panel consisting of Faye Emerson, Sam Levenson, Lee Bowman and Audrey Meadows. ABCarolecr Pat Boone will headline the London Palladium for the third time, starting Feb. 14.

'Sword' British Rights Desilu Dividend Set

Arrangements have been completed for Vitalite Film Corp., headed by Sig Shore, to distribute the Russian film, "The Sword and the Dragon," in Great Britain. Shore already has release rights in the U.S. for the Sov-export film and will leave for Hollywood today to make a deal for a major company to distribute it in the United States.

HOLLYWOOD, Jan. 26. — The board of directors of Desilu Productions, Inc., today announced it has declared a 15 cent per share cash dividend on its common stock payable Feb. 26, 1960, to holders of record on Feb. 12, 1960. No dividends were declared on its class B common stock, all of which is owned by Desi Arnaz and Lucille Ball Arnaz.

Kramer Hear

(Continued from page 1)

new in the nature of motion picture Kramer said. "Each film must stand on its own merit, regardless of subject matter, even if it is as tentative as 'On the Beach'."

In the first five weeks of its North American runs, "On the Beach" has grossed \$1,288,467, and receipts from theatres showing the film on other continents are relatively least as great," the producer added.

"On the Beach" opened last night in 17 major world cities. In situations as London, Paris, Bern, Zurich and Melbourne, Kramer said the film has been shown steadily. However, in Tokyo, Lima, Caracas, Moscow and Johannesburg, "On the Beach" was shown in those cities on opening night, then withdrawn from exhibition until next month.

The film will commence runs in other large American and foreign cities sometime next month, Kramer said. He predicted that because of the Asian press reception to "On the Beach" was favorable, the film will be booked into scores of theatres in the Soviet Union.

Reviews Uniformly Favorable

"On the Beach" has received a glowing comment in the press throughout the world. The film's opening here was greeted by editorials in *The Times*, *Herald Tribune*, *Daily News* and *Daily Mirror*. In Philadelphia, Denver and Ottawa "On the Beach" was subject to editorial and general news speculation several months in advance of its release anticipated for those cities.

The film has been called "defiant"; "a horror-shocker"; "a milestone in the history of the motion picture" and "the most important motion picture ever produced (by a Philadelphia critic). Generally, scientists have expressed their appreciation and support for "On the Beach," while Washington, politicians are split. Kramer's treatment of this "blunt-minder." The film made many 1959's "Best Ten" lists.

Kramer's next production "United Artists release will be "The Wind," which was adapted from the Broadway stage success written by Jerome Lawrence and Robert E. Lee. Kramer said he faces a mountain of editing chores on this film which is scheduled to be released in March.

Following the release of "The Wind," Kramer will not work on film production until next fall, said.

ASK

OUR MAN IN ST. LOUIS

...R. J. McCafferty

ABOUT

OUR MAN IN HAVANA

from Columbia

ASK

OUR MAN IN JACKSONVILLE

...M. Kutner

ABOUT

OUR MAN IN HAVANA

from Columbia

TENT TALK

Variety Club News

ANNATI—The Variety Club's "Tent" to raise funds for the Ohio Rehabilitation Center of the Ohio State Hospital opened at 11:15 P.M. Saturday and closed at 5 P.M. Sunday. The tent and film stars appeared on the program. Among them were Dennis Morgan, Virginia Graham and Skyline. The committee, headed by Bill W. Brown, also included Nat Kaplan, Jim H. Brown, Nate Wise, Joe Alexander and Sam Greenberg.

FRANCISCO—The new crew tent No. 32 will be installed on the mid-winter ball and dinner in the Mark Hopkins Hotel, San Francisco, the 1960 chief barker. Selected officers are: Gerald R. Brown and John J. O'Leary, assistant barker; Grubstick, dough guy, and Ted Tegmeier, property master.

BALTIMORE—The Variety Club's Tent Guild held its eighth annual dinner on Saturday at the Lord Baltimore Hotel, called "A Salute to the State—Alaska," and titled "Once Kapers," it featured cock-tails, dancing and a floor show.

CLEVELAND—Tracy Hare, administrative director of Variety Children's Hospital, Miami, is in Cleveland this week to study conditions and assist members of the local Tent in choosing a new charity project.

Part 'Larceny' Big

Grosses for "A Touch of Larceny" in Pittsburgh and Chicago are being reported by Paramount, which yesterday disclosed that the film set a three-week record for the 600-seat theatre in Pittsburgh. At the same time in Chicago the take was \$11,405 for the first five weeks.

'Bramble Bush' Opens

MI, Jan. 26. — "The Bramble Bush," Warner Bros. release, will have its world premiere tomorrow at the Grand Opera House, Miami. The picture, starring Angie Dickinson, who stars in "The Sandlot," will be on hand for the opening.

OUR MAN IN SAN FRANCISCO

...M. M. Klein

OUR MAN IN HAVANA

from Columbia

Will Seek Industry Views on N. Y. Bill; Commerce Unit Asks Aid to Theatres

Special to THE DAILY

ALBANY, Jan. 26.—Statements supporting the Savarese bill to increase the license fee charged by the motion picture division, State Education Department, from \$3 to \$4 per thousand feet on original film, but to decrease that on prints from \$2 a thousand feet to \$6.50 for each additional "entire" copy, will be sought from production and exhibition leaders. Also, the position of State Commerce Department will be queried.

Meanwhile, the Commerce and Industry Association of New York, Inc. has circularized a memorandum citing reasons for the measure's passage. It points out that "when the present fee schedule was enacted some 40 years ago, only a couple of prints of a film were brought into the state and these were shown over and over again. Under modern distribution techniques, generally called 'saturation booking' as many as 90 prints of a single film are brought into New York simultaneously for a quick run-off of three days to a week."

Observing that "today, as before, only the original is reviewed, but all the prints must be paid for at a high rate" the memorandum declares, "the schedule is obsolete and unjust . . . so unjust, that charges to the industry exceed the cost of operation of the motion picture division by 200 to 300 per cent."

The "net effect" of the pending measure would "still be to leave the

motion picture division with an income in excess of all costs attributable to it, both direct and indirect."

The memorandum adds: "The fact that the motion picture industry is a sick industry is acknowledged by all. How badly off it is in New York City is demonstrated by the sharp, continuing decline in the number of operating theatres in the five boroughs in the past several years: in 1946, 586; 1953, 463; 1959, 383."

Asserting both the Federal government and New York City "have done their share toward helping this ailing industry" the memorandum says "only the state has failed to do its part."

As drafted, the legislation would take effect April 1, 1961, "and thus in no way can affect the state finances for the coming fiscal year," the statement concludes.

Similar legislation, except that a fee of \$4 was proposed for each additional "entire" copy, unanimously passed the Senate last year, but was defeated in the closing hours of the Assembly session. Assemblymen Daniel M. Kelly, Manhattan Democrat and Louis Wallach, Jamaica Democrat, delivered the principal opposition.

Samuels Heads Sales

(Continued from page 1)

this with releases from additional independent producers in the coming months. Of the 14 definitely set for release this year, a number are completed and others are scheduled to go into production in the next 60 to 90 days.

Set for early release are "Virgin Sacrifice" (tentative title), filmed in color in Guatemala; "Gangster Story," filmed in Hollywood; "Captain Phantom," filmed in Italy; "Violent Patriot," filmed in Portugal in color. Scheduled for early shooting are: "Joseph," Biblical story to be filmed in the Middle East; "The Gordian Knot," to be filmed in Boston; "Tear Down the Vines," to be filmed in Vermont; "The Square Peg," to be filmed in Chicago; "Shadow of a Thief," to be filmed in Spain; "Six Traps from Panama," to be filmed in Panama; "The Multiple Man," filmed in London; "Hand in Glove," filmed in New York; "The Alien Plague," filmed in California, and "Colombe," filmed in Sicily.

RCIP, which has offices in Hollywood and New York, plans to have six or seven offices in all in the near future. Satinsky and Samuels will leave here at the weekend on a trip to Southeastern and Southwestern states, during which they will decide on an office for either Atlanta or Dallas. Offices are scheduled for Philadelphia and San Francisco, and later for the Midwest. Physical distribution will be handled by Bonded Film.

The company will also act as producers' representative later.

Shor Named

(Continued from page 1)

president of the reorganized theatre company; Earl Goldsmith, an attorney and son-in-law of Ruben Shor, and executor of the latter's estate, was named vice-president and treasurer.

Executives of the reorganized company include John H. Haynes, general manager; Carl Ferrazza, in charge of promotion, film buyer and program operations, and Walter Watson, in charge of mechanical and physical operations of theatres.

It was stated that Shor Theatre Chain for the present will continue to operate the local theatres, Keith, Esquire, Hyde Park, West Hills, Westwood, Forestville and Twin Drive-In, as well as the Ramona and Valley drive-ins, Hamilton, O.; Colonial, Middletown, O.; Hippodrome, Newport, Ky.; State, Charlestown, W. Va.; the Price, Dunbar, W. Va., and the Valley Drive-in, St. Albans, W. Va.

Negotiations are in progress for the sale of their theatres in Ellston, Md., and Delmar, Del.

Cites 'Unfamiliar Facets'

Delay in reorganizing the company, Palazzolo said, was due to the fact that there were many "unfamiliar facets and projects with which the late Ruben Shor was familiar, but which they have had to use patience and caution in determining the facts." At a conference attended by the new executives, he gave them unqualified assurance of complete cooperation.

Variety Week

(Continued from page 1)

of six annual regional meetings which started in Miami and wound up in Seattle, Wash.

Eby said yesterday that all local tents have planned vigorous celebration of Variety Clubs Week scheduled to start Feb. 8, and the reports from chief barkers pointed toward a record enrollment for the organization's annual convention slated to get underway in Toronto, Canada, May 30.

The international chief barker also reported that all tents were planning drives to bring more persons from radio and television and other allied fields into the Variety fold, and that all tents were also reappraising their charity efforts which is the motivating force of the organization.

Sees Sentiment Growing

Eby disclosed that there was growing sentiment among tents for establishment of a nominating committee which would seek out Variety's eligibles for international office to be voted upon at annual convention. In the past the international officers have been nominated from the floor.

Eby termed the regional meetings "highly satisfying" and productive of many ideas which would contribute to a healthy 33rd year of Variety Club activities.

Gov. Furcolo

(Continued from page 1)

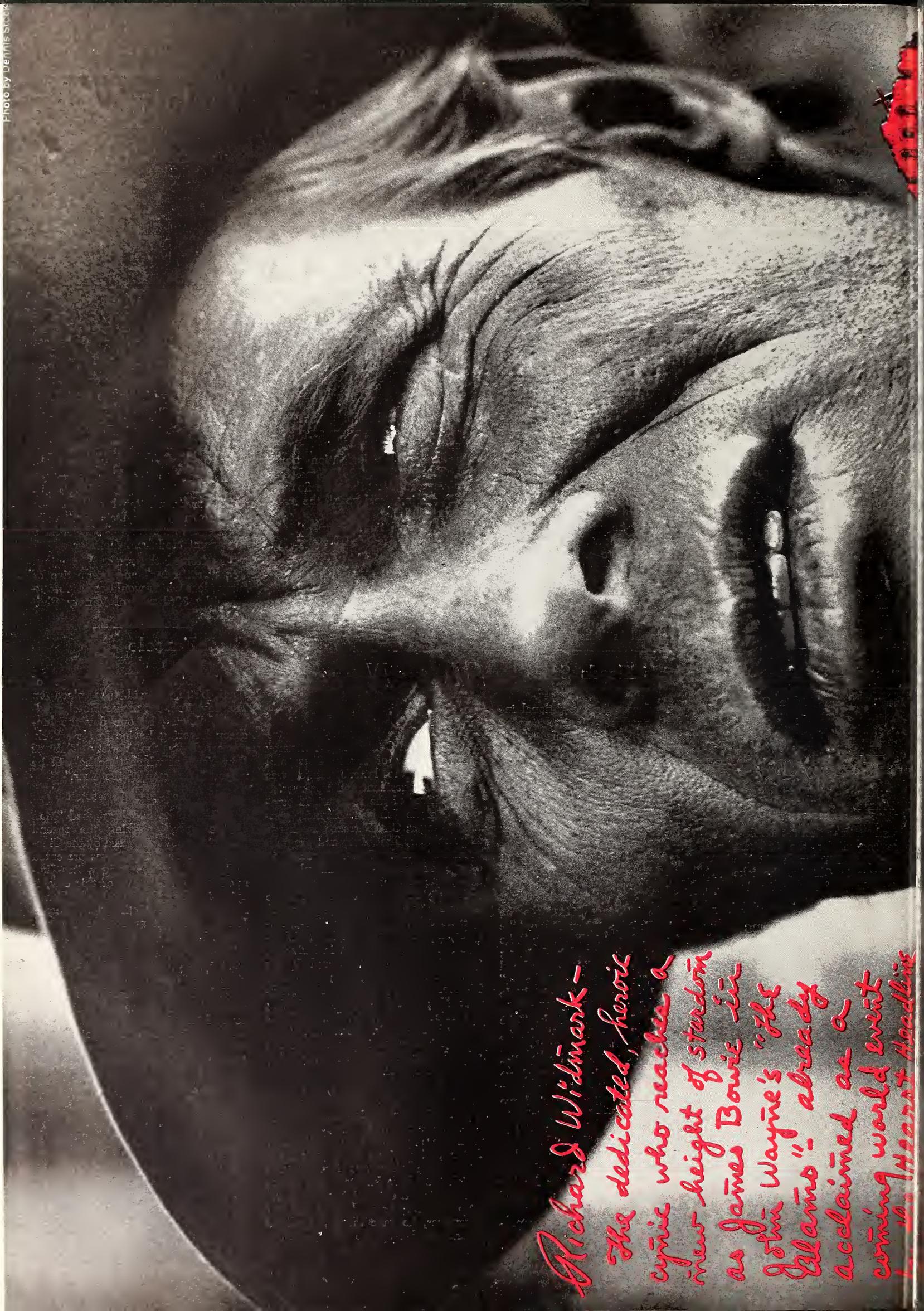
by the Boston Cinema Lodge of B'nai B'rith, it will take place on Tuesday, Feb. 16, at the Hotel Bradford, following by one day the luncheon honoring Levine in New York, sponsored by the Variety Club of New York, at which time he will be named "Showman of the Year."

'Man of Year' in Boston

In Boston he will be named "Man of the Year," marking the second presentation of this award by the Cinema Lodge. Last year it was presented to Jimmie Durante. Song writer Jimmy McHugh, a native of this city, is flying in from Hollywood with Toastmaster General of the U.S., George Jessel, who will preside at the luncheon. Levine will be honored for his aggressiveness in the merchandising of films which have helped sky-rocket box office returns.

With Governor Furcolo as honorary chairman, Norman Knight, president of the Yankee Network, will be the co-chairman of the affair.

ASK
OUR MAN IN CHICAGO
...B. Lourie
ABOUT
OUR MAN IN HAVANA
from Columbia



Richard Widmark -
The dedicated, heroic
cynic who reached a
new height of stardom
as James Bowie in
John Wayne's "The
Blaine" - already
acclaimed as a
coming world event
L. H. HEARST HEADLINE

MOTION PICTURE DAILY

7, NO. 19

NEW YORK, U.S.A., THURSDAY, JANUARY 28, 1960

TEN CENTS

Policy

20th Century-Fox Pushes Promotion on Radio and TV

Company Plans To Make Ads in Papers Subordinate

20th Century-Fox is placing greater emphasis on its product via local television in preference to news. The plan to downgrade the media in favor of the airways official company policy as yet several important tests are now being run which could make it so. Company managers are currently exhibiting in their areas asking exhibitors to name their first, second and third choices on TV and radio stations were to make an expenditure for the purpose of exploiting a forthcoming production. The questionnaire asks information on weekly or monthly meetings held in the area which would preclude our buying radio or TV on these particular spots. 20th-Fox is also seeking (Continued on page 4)

'Bismarck' to Bow at Premiere in Washington

Premiere of 20th Century-Fox's "The Bismarck" in Washington on the evening of Feb. 11 as part of the global opening simultaneously in other cities, will be held at the Loew's Theatre. A host of top-ranking dignitaries of the British Empire will attend at the formal affair, under the personal sponsorship (Continued on page 3)

Academy Ballots Going to Members Today

From THE DAILY BUREAU
HOLLYWOOD, Jan. 27. — Ballots mailed tomorrow to more than 5,000 active members of the Academy of Motion Picture Arts and Sciences to elect the five nominations for best 1959 achievement in eight (Continued on page 4)

VISION TODAY—page 4

Edison Awards to Two Disney Films And Columbia's 'Last Angry Man'

(Picture on Page 2)

Columbia Pictures' "The Last Angry Man" and two Walt Disney films, "Eyes in Outer Space" and "Sleeping Beauty," received awards for outstanding merit in 1959 from the Thomas Alva Edison Foundation at a dinner here last night. In addition seven television accolades were announced at the fifth annual Edison affair at the Waldorf-Astoria. Winners are selected by 62 national organizations in written ballot.

Report Wide U. S. Use Of Italian Color Prints

A Motion Picture Export Ass'n. discussion of the extent to which member companies are using Italian color printing facilities for distribution in that area revealed a considerable volume of such laboratory work, it was brought out at this week's meeting of the MPEA board here.

Member companies using the Italian color laboratory facilities earn additional credits for remittance of earnings to the U.S.

The MPEA meeting was told that S. Frederick Gronich, its European representative, is in Morocco currently to look into the blocking of film remittance (Continued on page 5)

Allied Unit Lauds U.S. 'Solomon' Policy

From THE DAILY BUREAU
WASHINGTON, Jan. 27.—United Artists is commended by Allied States' emergency defense committee, of which Truman Rembusch of Franklin, Ind., is chairman, for changing Detroit policy on "Solomon and Sheba" to 35mm. rather than extra width film, "with prints available so that the picture can get out of the (Continued on page 4)

Senate Report Shows Outlook Good for Expansion of Theatres in Latin America

From THE DAILY BUREAU

WASHINGTON, Jan. 27.—A good outlook for expansion of motion picture theatres in Latin America is indicated in a report prepared for the American Republics Affairs Subcommittee of the Senate Foreign Relations Committee. The report, which was prepared by a group of University of Chicago researchers, says that postwar additions to U. S. investment in Latin American motion picture companies "represent no new development but rather additions to an already existing investment base."

The document also points out that Latin America's "unusually rapid rate of urbanization of recent years, which is likely to continue in the future, may be expected to generate a corresponding increase in demand for retail services, motion-picture houses and distribution centers, and similar establishments." It adds that the proportions in which such investments are shared with local capital "will be partly a function of government policies restricting or encouraging foreign investments of this type."

Theatre Magazine Plan Will Be Reactivated

Plans to publish Screenbill, a new weekly mass media magazine for distribution through the nation's theatres, have been reactivated, and it is now scheduled to come out shortly, it was learned yesterday. The publication was first proposed for the fall of 1958, but it did not materialize (Continued on page 5)

I.T.O.O. Asks Hearings On Film Transit Boosts

Special to THE DAILY

COLUMBUS, O., Jan. 27. — Hearings have been asked by Independent Theatre Owners of Ohio on transit rate increases requested of the Ohio Public Utilities Commission by two film carriers.

One, by the Larkin Trucking Co., (Continued on page 4)

Reade Says:

Theatres Need New Concept of Civic Roles

Urges Many Innovations; Circular Design and Bars

From THE DAILY BUREAU

HOLLYWOOD, Jan. 27. — Walter Reade, Jr., prominent New York-New Jersey exhibitor and former president of Theatre Owners of America, believes the nation's theatres need a dynamic new concept of their role in the community and he hopes to achieve it in new theatres he is negotiating at the present time to build in New York, Denver and New Orleans.



Walter Reade, Jr.

Reade, in a recent interview here, (Continued on page 3)

NAC Schedules Three Spring Regional Meets

Three regional meetings will be held in February and March by the National Association of Concessionaires. S. J. Papas, president, announced them as follows:

Southwest meeting at the Sheraton-Dallas Hotel, Dallas, Tex., February 11, in connection with the Texas Drive-In Theatre Owners Convention and Trade Show.

"Heart of America" regional, Hotel (Continued on page 5)

Wis. Allied Urges Action Vs. Federal Wage Law

Special to THE DAILY

MILWAUKEE, Jan. 27. — Members of Allied Theatre Owners of Wisconsin are urged in a current service bulletin of the organization to write their Congressmen and Senators im- (Continued on page 5)

PERSONAL MENTION

HUGH OWEN, Paramount vice-president; **MYRON SATTLER**, New York branch manager, and **EDWARD CHUMLEY**, sales manager for Cecil B. DeMille's "The Ten Commandments" in the U.S. and Canada, are in Philadelphia from New York.

JACK H. LEVINE, president of Certified Reports, has returned to New York following meetings with personnel of his Southern division.

HAROLD RAND, Paramount publicity manager, has returned to New York from Washington.

DICK WINTERS, 20th Century-Fox publicity executive, has returned here from Washington.

JOSE LUIS CELIS, Mexican producer and distributor, has returned to Mexico City from Hollywood.

FRANK LLOYD, producer-director, and **MRS. LLOYD**, who have been in Hong Kong, will return to San Francisco on Monday aboard the "President Cleveland."

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has left there for New Orleans.

DONALD HICKS, Paramount branch manager in Cincinnati, and **WILLIAM MEIER**, sales manager, have returned there from Philadelphia.

MRS. JOHN RECHER has given birth to a son in Women's Hospital, Baltimore. Father is manager and film buyer for Hicks-Baker Theatres.

ROBERT SZABO, manager of the Broadvue Theatre, Cleveland, a unit of Associated Circuit, will be married in that city on May 7 to **VIRGINIA MARIE GROSS**.



Charles Edison (right), honorary president of the Thomas Alva Edison Foundation, presents Leo Jaffe, Columbia first vice-president and treasurer, with the Edison Foundation's Award to "The Last Angry Man" as the 1959 film "best serving the national interest." The presentation was made at the Foundation's fifth annual National Mass Media Awards Dinner at the Waldorf-Astoria last night.

Columbia, Disney Honored

(Continued from page 1)

cepted by Leo Jaffe, Columbia vice-president, from Charles Edison, chairman of the board of McGraw-Edison Co. and honorary president of the Foundation.

"Sleeping Beauty" was called the "best children's film" and "Eyes in Outer Space" won as the "best science film for youth." Accepting these awards was Donn Tatum, vice-president of the Disney organization.

In presenting the awards Edison noted that Disney has won an Edison award every year since they were inaugurated and two in one year for the first time in 1959.

Edison said the Columbia picture was cited for its "powerful dramatization" of the conflict between worthwhile values and shoddy values, "an important theme of permanent as well as timely interest."

Guest speaker of the evening was Dr. George Shuster, president of Hunter College, who told the 500 guests that the "image of man as revealed by

the television medium is a tape-recorded demonstration on banality." He urged the producers of television to correct this.

Edison awards presented to TV were as follows:

1. "Our American Heritage" (NBC) as "the television program best portraying America."
2. "Meet Mr. Lincoln" (NBC): special citation.
3. "The New York Philharmonic Young People's Concerts with Leonard Bernstein" (CBS) as "the best children's television program."
4. "Conquest," (CBS) as "the best science television program for youth."
5. "Gateways to the Mind" (NC): special citation.
6. KQED, San Francisco, as "The most outstanding educational television station."
7. KDKA-TV, Pittsburgh, as "The television station that best served youth."

Henderson Again Heads Salvation Army Appeal

Donald A. Henderson, treasurer of 20th Century-Fox, has again accepted the chairmanship of the motion pictures committee in the commerce and industry division of The Salvation Army 1960 Appeal.

The Appeal, which has a goal of \$1,450,000, is seeking support for the 60 institutions and services which The Salvation Army operates in Greater New York.

Fox Dividend 40c

The board of directors of 20th Century-Fox has declared a quarterly cash dividend of 40c per share on the outstanding stock payable March 31 to stockholders of record March 15.

'Can-Can' Hits \$75,000 Before First Ad Here

More than \$75,000 in advance ticket orders for "Can-Can" have been received by the Rivoli Theatre here to date despite the fact no announcement has been made of a public ticket sale. The Todd-AO production will premiere at the Broadway house March 9 with a series of benefit performances. The entire first week is already pledged to charity organizations.

Reopen Georgia House

BRUNSWICK, Ga., Jan. 27.—The Sunset Drive-in Theatre here has been reopened following repairs to its projection booth and concession stand, which had been damaged by fire.

'Havana' Tie-In with Hoover Company Se

Columbia Pictures has arranged a tie-in on an international basis with the Hoover Company, maker of vacuum cleaners, centered on Carol Reed's "Our Man in Havana." Designed to develop impact penetration for the film and the vacuum cleaner firm, the promotion will be worked through more than 200 franchised Hoover dealers throughout the world. Hundreds of vacuum cleaners will be awarded as prizes in "Our Man in Havana" contests in 30 major markets.

In the film, Alec Guinness portrays a vacuum cleaner representative in Havana who becomes involved in international intrigue and murder. The Hoover name and line is displayed prominently in a number of sequences.

Company to Furnish Material

In the tie-in, dealers will display material supplied by Hoover. The promotion will include one-to-one dealer advertising with full credit, the picture, direct mail pieces, window streamers and cards. More than 2,000,000 envelopes advertising the picture will be mailed by local Hoover dealers to their customers.

Col. Transfers Business

ALBANY, N.Y., Jan. 27. — Columbia Pictures, which next month will move its quarters here from Broadway to the RTA Building on Broadway, announced today that it is transferring its inspecting and engineering business to Clark Film Service, leaving Columbia, under the new arrangement, will be Adam Miller, president and business agent of B-43, IATSE, and a Columbia employee for 28 years.

New 'Summer' Record

Sam Spiegel's "Suddenly, Last Summer," continues to break house records, Columbia announced. At the Trans Lux Theatre in Washington, D.C., the opening week's gross of a new house record of \$25,812, setting the same period in Philadelphia. The Stanley Theatre grossed a \$40,925.

ASK
OUR MAN IN CINCINNATI
...P. Fox
ABOUT
OUR MAN IN HAVANA
from Columbia

ASK
OUR MAN IN PITTSBURGH
...F. Silverma
ABOUT
OUR MAN IN HAVANA
from Columbia

Committee Meets Changes Today

From THE DAILY Bureau

WASHINGTON, Jan. 27. — The writing ways and means committee slated to consider the Administration's proposed technical amendments to the tax laws on Thursday. The committee will meet in executive session.

Among the items to be considered are changing the tax laws to apply ordinary income tax rates, instead of capital gains rates, to profits made on sale of business property on which depreciation has been taken for tax purposes. Treasury Secretary Anderson already indicated that if this is done, the Administration will take a more flexible attitude toward permitting taxpayers to set the period of depreciation on equipment that is used in business in terms that are more realistic from the user's viewpoint.

Three Calif. Drive-ins Near Completion

From THE DAILY Bureau

HOLLYWOOD, Jan. 27. — Three drive-in theatres in the Southern California area are being rushed to completion for early openings, it is announced by William Forman, president of Pacific Drive-In Theatres. Locations are in Orange County, Canoga and Santa Maria.

Ground was broken this week for the new Harbor Boulevard Drive-In theatre in Orange County. This will accommodate 1,650 cars. Opening is scheduled for the Easter season.

Work on the 1,500-car Canoga Park theatre on Canoga Boulevard, at Fern Street is well advanced and master opening also is set here. The opening of the Santa Maria Drive-In Theatre is scheduled for summer.

Smarmack' Bow

(Continued from page 1)

the Ambassador to the U.S., Sir Harold Caccia.

Official greeter at the premiere will be Admiral Sir Geoffrey Thistleton, Admiral British Joint Services and Naval Attache of Great Britain, welcoming the Ambassador, Lady Caccia. A guard of honor of British Royal Naval officers will line the route of procession for the bevy of diplomatic and military leaders, British and American, who will converge on the Palace Theatre for the event.

Reade's Plans

(Continued from page 1)

discussed some of his ideas which he hopes to incorporate in new theatre building, such as:

1. Circular construction. "There's no reason theatres have to be oblongs or cut-off triangles. A round auditorium would give more patrons good seats."

2. No balcony. "Whether it's a theatre or store, people don't like the idea of walking up or down stairs when they spend their money."

3. No aisles. "Center aisles are disturbing. There would be enough space between the rows to make them unnecessary."

4. Medium size. "Over 1,500 seats is too big for people to get a real experience from the screen. Under 900 is too small to pay for the investment. The ideal would be in-between."

5. Living room seats. "They should be deep and comfortable and not all of them pointed directly at the screen. There should be small groups of chairs so you don't seem to be part of a mass audience."

Some of Reade's theatres already have party rooms, isolated areas where groups of up to 20 can watch the show in comfort and luxury. In addition to party rooms, Reade's ideal theatre would also include restaurants, bars and meeting rooms, as well as the best sound and projection equipment.

"One of the pleasures of attending the theatre in Europe," he said, "is that you can also get drinks there. Why not at movies?"

Interested in Odors

Getting in a plug for his new Aromarama process, he said his ideal theatre also would be equipped for smell, too. "The use of smells is another tool for the director, along with color and wide screens," he contended. "We should use everything that will contribute to a full movie experience."

"Too many theatres are operated as though they had a sign up saying, 'Stay Away,'" he said. "They are uncomfortable most of the year, have very bad sound, no parking facilities, offer little or nothing in the way of comfort or convenience, and often are unclean."

"Actually, the theatre should be the center of community life. There is virtually no matinee business left, except on weekends. So we have all this real estate sitting idle most of the time. The theatres should be used in off-hours for women's groups and civic meetings."

'Sheba' Gross to Date Reported \$3,156,889

"Solomon and Sheba" has grossed \$3,156,889 for 32 domestic premiere engagements in only four weeks, it was announced by William J. Heineman, United Artists vice-president.

Heineman said the film is holding over for a fifth week in all domestic engagements.

'Petticoat' Running 42% Ahead of 'Pillow Talk'

"Operation Petticoat," the Granart Production being released by Universal-International, is running a record 41.69 per cent ahead of "Pillow Talk" in its first 154 completed engagements as of the current week, according to information compiled by U-I here.

The picture, which set 26 all-time house records and 86 U-I opening week records in its first 186 key engagements which started with the Christmas-New Year's holidays, is continuing to roll up the same type of record business in subsequent hold-over weeks in these engagement, U-I said.

The record increase over "Pillow Talk" scored by "Operation Petticoat" does not reflect the seven record weeks of "Petticoat" at Radio City Music Hall in New York nor does it reflect current record-breaking hold-overs where "Operation Petticoat" is just completing fifth weeks and starting sixth weeks or completing fourth weeks and starting fifth weeks.

Larry Moore Plans 4

HOLLYWOOD, Jan. 27.—Larry Moore, producer and president of Galleria Pacifico, Inc., has announced he will make four films. The first, marking the film debut of Christine Jorgensen, will be H. Rider Haggard's novel, "She."

The second film will be "The Christine Jorgensen Story," which will have a top name actress in the title role, Moore stated.

PEOPLE

Stanley Kramer, producer-director of United Artists' "On the Beach" and the forthcoming "Inherit the Wind," tonight will be granted honorary membership in the stage and screen section of the Foreign Press Association of New York at a reception in the Hotel Plaza. He is the first native American to be so honored.

Jack Fruchtman, head of JF Theatres, Baltimore, was host at a cocktail party there in honor of Joseph E. Levine, president of Embassy Pictures. Among those attending the affair at the Sheraton Belvedere, were Bill Doll, Embassy vice-president; John Moore, Paramount district manager from Boston; Mike Weiss, Paramount Philadelphia, and Herb Gillis, Paramount Washington.

Lawrence Black, owner of the Sky View Drive-in Theatre, near East Liverpool, O., has concluded negotiations with Thomas Anas, president of Weir Cove Enterprises, Weirton, West. V., for sale of the operation.

W. Richard Haines, since 1958 credit office supervisor for Eastman Kodak Co., has been named assistant Eastern credit manager for the company's Eastern credit region. He will be succeeded in his present post by A. Harding Margeson.

THE BIG ONES...

are advertised in LIFE

Joe Levine's

Embassy Production

JACK THE RIPPER

In LIFE's February 15th Issue

LIFE

THE BIG ONE IN MOVIE SELLING

ASK ABOUT OUR MAN IN OKLAHOMA CITY

...C. A. Gibbs

ASK ABOUT OUR MAN IN HAVANA

from Columbia

Television Today

Columbia's Salt Lake City Station Will Emphasize Public Service Shows

Special to THE DAILY

SALT LAKE CITY, Jan. 27.—Plans for substantial program revamping, with the emphasis on public service shows, are underway at Columbia Pictures' KCPX television station here. Norman Louvau, president and general manager of KCPX radio and television stations, said the amount of time devoted to public service programs will be increased substantially.

Who's Where

Sam Gang, foreign film executive, has been named as director of international sales by C&C Films, C&C Pan Atlantic TV Co., Inc. and C&C International Film Corp., it was announced by Matthew Fox, president and Mort Siegel, vice-president of the C&C companies.

□

Richard Golden has been appointed director of sales presentations and market planning, it was announced by George Bristol, operations director of sales promotion and advertising for the CBS Television Network. Golden has been director of sales presentations since May 1958. His expanded title, to include market planning, is in recognition of increased responsibilities.

□

The appointments of James G. Hergen as director, daytime sales, and of Robert W. McFadyen as manager, daytime sales, were announced by Don Durgin, vice-president, NBC Television Network sales.

□

Paul Orr has been named producer of "The Jack Paar Show" on the NBC-TV Network, it was announced by Jerry A. Danzig, NBC vice-president, participating programs.

□

Louis Dorfsman has been appointed creative director, sales promotion and advertising, by CBS-TV. Dorfsman, 41, had been vice-president in charge of advertising and promotion for the CBS radio network since last October.

□

Eric Adams, formerly with KROC, Rochester, Minn. has joined KETV, Omaha, as a newcaster.

□

Keith Petzold, formerly advertising director of the J. J. Parker Theatres, Portland, Ore., has joined Porter Advertising Agency there as an account executive.

"Now that we have video tape machines, we are scouting around the country for good public service tape shows," Louvau said. He explained that in the past stations throughout the country have had award-winning public service shows but no way of bringing them in to other markets.

"Now," he said, "We can exchange those programs by the use of tape."

Will Move Teen-Age Program

Louvau said he plans to move KCPX television's award winning "live" show, Teen Age Press Conference, into prime time and offer it out on tape to other stations. Press Conference features nationally known personalities as guests. On it have appeared Liberace, and J. Bracken Lee, former Utah governor and now Salt Lake City mayor. Sen. John F. Kennedy of Massachusetts is scheduled to appear next week. Louvau said other celebrities will be engaged for the show as their travels bring them to the city.

He said the station also is looking forward to new NBC program plans to accelerate public service shows in prime time. NBC's World Wide 60 made its debut Saturday in a prime spot. KCPX also is going into high-use syndicated properties produced by Screen Gems, a Columbia affiliate, and plans to upgrade station-owned time during the daylight hours with syndicated material.

Chain of Stations Contemplated

The KCPX stations, purchased by Columbia last month, are the first of a projected chain of five planned by the motion picture firm. Louvau said negotiations are already underway for acquisition of station number two, but declined to disclose any details.

He said radio stations also will be purchased under the long-range plan where they are operated in combination with television stations. The move, he added, is part of Columbia's plans for diversification.

Prepare Gold Medal

Construction has begun at Gold Medal Studios in the Bronx in preparation for the filming of "Butterfield 8" which Metro-Goldwyn-Mayer will begin shooting here Feb. 8, Martin H. Poll, president of Gold Medal, announced yesterday.

Fox Campaign

(Continued from page 1)

up-to-date lists of leading disc jockeys over the country.

The company switch to TV-radio emphasis was given impetus recently by results of a special test engagement of "A Dog of Flanders" in Medford, Ore. The town has only one radio and one TV station, but a large number of spots were purchased on each—many more than ordinarily used. At the same time newspaper ads were kept to "normal."

Box office results at the Criterion Theatre there were described as "sensational," with a three-day gross exceeding full week's receipts for both "Peyton Place" and "The Robe," two of 20th-Fox's biggest all-time hits.

This type of campaign is now to be tried on "Flanders" in Milwaukee on a much larger scale. Commercials will be used on three TV stations in the area. Newspapers will also carry ads before and during the engagement, but the big push is to be on TV.

Will Use National Web Shows

Fox is also stressing promotion of upcoming films on national TV network shows, having recently allocated a record \$500,000 for three films, "Flanders," "Sink the Bismarck" and "Masters of the Congo Jungle." The company attributes much of the success of its "Journey to the Center of the Earth" to this type of national TV campaign.

ITOO Asks Hearings

(Continued from page 1)

would become effective Feb. 12. Another, by the Film Transit Co. of Toledo, scheduled to take effect Feb. 19, would increase the rate approximately \$2 per program change in addition to the 10 per cent increase that was included in the last rate increase.

Ken Prickett, I.T.O.O. executive secretary, urges members in a current organizational bulletin to write to their representatives and Senators in Washington requesting them to use their good offices in continuing the exemption for theatres in whatever new Federal minimum wage legislation may be enacted.

Academy Ballots

(Continued from page 1)

categories. Voters will indicate their preferences in nominating for best direction; best picture of year; best screenplay based on material from another medium, and best screenplay written directly for the screen; best performances by an actor and an actress, and an actor and an actress in a supporting role.

REVIEW:

The Pusher

Milford-Katz—U.A.

HARTFORD, Jan.

A realistic approach to the modern day police problem of coping with drug addiction is handled dramatically in this Gene Milford-Sidney production, filmed on New York streets and in a manner obviously calculated to please the action patron for whom it was essentially designed. The bulk of the players relatively unknown, although Simpson of society page note, has status and the screenplay is Harold Robbins, who has contributed previously to film literature.

The Robbins script, based on a novel by Ed McBain, has been directed by producer Milford, and costarring Douglas F. Rodgers and Robert Lansing as a police investigating duo, signed to the case of a narcotics addict's murder. A circuitous turn of events eventually leads to the kidnapping of Felice Orlandi, the narcotics merchant himself. Lansing learns, too, that his fiancée, Kathy Carlyle (Rodgers daughter) is an addict herself. Milford Simpson appears as the girl's complex mother.

Aiding and abetting in dramatic continuity is Manhattan street footage, ably captured by Arthur Orlandi. Raymond Scott was responsible for the forceful score. Bernard Sturges functioned as associate producer, the aforementioned Sidney Katz also credited with editing. Running time, 82 minutes. General classification. Release, in January.

A. M.

Allied Unit Lauds

(Continued from page 1)

way of the many Biblical pictures coming into the market."

Rembusch has been campaigning against the release of increasing numbers of 70mm. films on road show policies, charging that it is a device to delay the availability of such pictures to the majority of theatres. He has been especially critical of the policy when applied to Biblical subjects on the grounds that their number, in particular, is increasing with resultant dilution of the market.

"In Detroit," he said, "where 'Simon and Sheba' is playing on a continuous, non-hard ticket basis, it is breaking three-year old house records in the United Artists Theatre. Admission prices are \$1.65 top whereas hard ticket prices have been \$2.50-\$3.00. The return on the \$1.65 top is far greater than the return on the hard ticket set-up," he asserts.

Award to Music Hall

The pictorial souvenir booklet for the Radio City Music Hall has been awarded a Certificate of Special Merit for its outstanding printing quality by the New York Employing Printers Ass'n., Edward Serlin, Music Hall publicity director, announced yesterday.

musifex co
45 w. 45 st. n.y.c.

dramatic jazz
background music

ci-6-4061

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PLAZA 7-2096

• OPTICAL EFFECTS • STAND PHOTOGRAPHY
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A Complete Service for Film Producers

eatre Mag

REVIEW:

Chance Meeting

Sydney Box—Paramount

NOBODY MAKES A thriller like the British. They know better than anyone else how to imagine an off-beat plot situation, steeped in mystery and suspense; how to draw characters that are odd-ball but real; how to introduce twists that seem to make sense even when they don't. They also know how to keep the action moving briskly without giving the audience a chance to catch its breath.

These qualities are all evident again in "Chance Meeting," a Sydney Box Associates presentation, which was known in England as "Blind Date." To the familiar attributes, moreover, something new has been added here. That is a singularly frank treatment of Sex.

As a matter of fact, everything that happens in the story revolves around a passionate romance between a young Dutch painter in London and the French wife of an English diplomat. They meet by chance in a museum, and she entreats him to give her painting lessons. Before you know it, however, they are spending all their time making love in some scenes that for intensity and heat will stand alongside almost any others available today.

The details of the affair are related in flashback by the artist who is accused at the start of the picture of murdering his mistress. A persistent and aggressive Scotland Yard inspector builds a case of circumstantial evidence against the hero. The audience knows, however, that he is innocent.

THEN SCRIPTWRITERS Ben Barzman and Millard Lampell, working from a novel by Leigh Howard, pull a really intricate "twist" in which the "dead" woman turns up alive. It seems another female has been murdered in her stead. Discovering who this latter is and who did her in makes up the rest of the 96 minutes running time of the film.

The time passes quickly, too, for Joseph Losey, the American director, has set a swift pace in the British style, and actor Hardy Kruger makes a likeable hero that one can sympathize with and wish to see get out of a deplorable jam. Micheline Presle is cool and svelte as only French femme fatales can be. Stanley Baker is as shrewd and conscientious as a Scotland Yard man ought to be, but Robert Flemyng plays a high Yard official who is not averse to seeking to suppress evidence for the benefit of the important English diplomat in the case.

This last touch is rather shocking. Can it be corruption has spread to Scotland Yard?

Running time, 96 minutes. Adult classification. Release, in March.

RICHARD GERTNER

NAC Slates 3 Wisconsin Allied

(Continued from page 1)

Continental, Kansas City, Mo., March 10, in connection with the "Show-A-Rama" convention of United Theatre Owners of the Heart of America.

Rocky Mountain regional, Hotel Utah Motor Lodge, Salt Lake City, March 16, in conjunction with the conventions of the Mountain States Theatres Association and Montana Theatre Association for exhibitors of Utah, Idaho, Montana, Nevada and Wyoming.

New York Meeting Planned

Similar meetings will be held later in New York, Toronto, Chicago and a location yet to be selected in the Southeast.

"All concessionaires and those business firms supplying the diversified concession industry are urged to attend these important conferences," said Papas. "Valuable information for more efficient concession operation will be available from speakers and the discussion periods. This 'Grass-

diately in opposition to the inclusion of theatres in proposed new Federal minimum wage laws.

The bulletin suggests that exhibitors point out in their letters that theatres for the most part operate only a few hours a day, largely with part-time employees who may be students, elderly persons supplementing pensions with their theatre earnings, or other persons whose capabilities are not in demand in the general employment market and who would inevitably be penalized in the present one if some of the proposed Federal legislation were to become law.

Roots' approach is fundamental and should greatly assist members and non-members of NAC."

Hotel reservations for these meetings can be made to NAC headquarters office, the announcement stated, if mailed at least ten days prior to meeting. Later reservations should be made directly with the hotel or meeting chairman to be announced later.

National Pre-Selling

ART Kane's penetrating photos of French actress Jeanne Moreau filmed in brown and dark yellow hues appear on twin spreads in the Feb. issue of "Esquire."

"Wonderful," "weird" and "exciting" are the words used by Florence Somers in selecting "Journey to the Center of the Earth" the Pat Boone film as the picture of the month in January "Redbook."

Lloyd Shearer, writing from Hollywood for the Jan. 24 issue of "Parade," quotes such men as Tennessee Williams, Spencer Tracy and Darryl Zanuck on "What Makes a Woman Beautiful?" To illustrate his article he used photos of Doris Day, Audrey Hepburn, Anna Magnani and May Britt, all movie stars.

According to Bantam Books the paperback edition of "Exodus," was purchased by 1,675,000 in one month. The publisher estimates that five million people will read their edition of "Exodus."

Otto Preminger will leave here soon for Israel to start production on this Leon Uris best seller to be released by U.A.

WALTER HAAS

Italian Color Prints

(Continued from page 1)

tances from that country for the past several months, and to see what can be done to resume their flow. Reasons for the suspension of remittances are not known here.

MPEA authorized its selection committee to proceed to designate two films as the official American entries in the Mar del Plata Film Festival, March 8 through 17. In addition, Irving Maas, MPEA vice-president for the Far East, was authorized along with American associates in Japan to represent the industry as official observers at the Asia Film Festival in Tokyo next month, and to preside at entertainment affairs on behalf of the American industry.

The board received a report that despite the current widespread anti-U.S. agitation in Cuba, most companies still are receiving remittances from their Havana branches.

Continued from page 1)

A new announcement is expected next week. It will be published by Worldmark the magazine is to carry editorials prepared by its Hollywood and New York staffs, as well as special by-line columns. It is to be individualized on the local level process permitting each theatre to name, address and telephone on cover, with current and future admissions data on the back page.

Support from Many Sources

At the time of the first announcement support for the project had been provided from American Broadcasting Company Theatres, Compo of Texas, Drive-In Theatres, Jay D. Beecham Co., Stanley Warner in Florida, Cooper Foundation, RKO Theatres in Philadelphia, Century Theatres, and Randforce, among others. An initial minimum circulation of 100,000 copies per week was planned with about half the distribution to theatre audiences within the theatre and the remainder by mail through local distribution.

Application coordinators for Screen-ers W. Ware Lynch and C. V. Long, and Jules Weill is motion picture coordinator. Frank Ware and re still retained as media representatives, it is understood.

Nominal Charges to Exhibitors

The magazine is to be supported by local advertising. Charges to exhibitors will be nominal depending on quantities ordered and shipping charges involved.

Controversial Clause

U.K. Bill Deleted

From THE DAILY Bureau

LONDON, Jan. 27.—The controversial clause in the Cinematograph Films Bill stipulating that either the producer or the director of a film made under the Quota Act must be British has been deleted by the Government following a debate in the House of Commons.

Government spokesman said that the origin of the clause had been the opposition by many British exhibitors to the large extent of American participation in British films. There has now been some modification of this view the Government announced it would be a more advanced course to continue to rely on the Ministry of Labor permit system the spokesman added.

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OUR MAN IN NEW HAVEN
...W. Silverman
ABOUT
OUR MAN IN HAVANA
from Columbia

ASK
OUR MAN IN MINNEAPOLIS
...B. Shapiro
ABOUT
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This has been going on since 1917!



Yes sir, National Carbon Company has provided free screen lighting technical assistance to the industry since 1917. Today, 12 sales engineers—equipped with compact service kits containing the most modern tools in the trade—are ready to assist on any screen lighting problem you might encounter.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. It's a tough combination to beat—the best in product... the best in service. You'll realize the ultimate in picture quality at the lowest overall cost.



Each salesman's kit contains the following modern equipment: brightness meter, volt-ohmmeter, clamp-on ammeter, dummy lens, set of alignment rods and accessories, pin-hole apertures, split-plate apertures, stop watch, micrometer, ruler and slide rule.

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MOTION PICTURE DAILY

Effective April 1

Rank Handling Product in Canada

Theatres Unaffected by 'Rationalization'

Product of the Rank Organization distributed in Canada by 20th Century-Fox, Ltd., effective April 1, under a new agreement announced by the two companies here yesterday. As a result, Rank Film Distributors of Canada, Ltd., will cease operations from March 31.

Operations of Odeon Theatres of Canada, Ltd., will not be affected, the agreement stated, and Rank production will continue.

Haines Is Dead; Funeral Services on Sunday

From THE DAILY Bureau

HOLLYWOOD, Jan. 28. — Roy Haines, 71, veteran industry executive, died of a heart attack today.

He was taken to a hospital. Services will be held Sunday at 10 a.m. at St. Pierce's Church, 1000 S. Moraga St. The funeral will be held at home in Minerva, N.J.



Roy Haines

Haines, who had been the president of the industry since April, 1959, had been the president of the industry since April, 1959, had been the president of the industry since April, 1959.

Group Planning to Meet in Twelve Months

From THE DAILY Bureau

HOLLYWOOD, Jan. 28.—The Film Executives Group, organized last March and with negotiations already completed, plans to meet in one combination per month for the next twelve months.

VISION TODAY — P. 11

WUO 26 PD

AR NY JAN 27 1127 AM

RUBE JACKTER COLUMBIA PICTURES

CONGRATULATIONS, IN ITS FIRST WEEK AT

THE TRANS - LUX THEATRE, WASHINGTON

DC, "SUDDENLY LAST SUMMER"

OUTGROSSED THE ALL - TIME RECORD

BREAKER FOR THAT THEATRE," BRIDGE

ON THE RIVER KWAI"

TOM RODGERS VICE PRESIDENT

TRANS LUX THEATRES

(Advt.)

Universal Annual Profit \$4,698,453; See Gains Continuing in New Year

Universal Pictures reported yesterday that it had a consolidated net profit for the year ended Oct. 31, 1959, of \$4,698,453. The figure, as forecast in financial circles earlier, includes a special credit from the profit on the sale of the studio properties of \$3,667,387 after Federal taxes. Profit from operations amounted to \$1,031,066.

For the preceding year ended Nov. 1, 1958, the company had a consolidated net loss of \$1,220,340 after Federal income tax refund of \$2,045,000 but before \$799,715 of special write-off of studio overhead and story.

(Continued on page 3)

Hockey Games Slated As Telemeter 'Special'

The Telemeter pay TV system in Etobicoke, Ont., scheduled to begin operations next month, will carry a series of hockey games to be played by the Toronto Maple Leaf team in American cities, starting with one at Madison Square Garden on Feb. 28.

Announcement of this first "special event" to be acquired for the closed circuit system in the Toronto suburb was made jointly yesterday by John

(Continued on page 4)

Hecht Calls SWG Strike 'Preposterous'

By SAUL OSTROVE

Ben Hecht, himself a member of the Screen Writers Guild, yesterday denounced the present Guild strike against the major studios as "preposterous," and called screen writers

(Continued on page 9)

George Stevens Chosen For Award by DGA

From THE DAILY Bureau

HOLLYWOOD, Jan. 28. — The selection of George Stevens to receive the D. W. Griffith Award of the Directors Guild of America this year was announced today by Frank Capra, president, and, incidentally, recipient of the same award last year. Named

(Continued on page 4)

Effective Mon.

Britain Ends Restrictions on Remittances

Board of Trade Terminates 12-Year Old Agreement

By WILLIAM PAY

LONDON, Jan. 28.—Termination of the Anglo-American Film Agreement, the pact which governed remittance of the sterling earnings of American film companies here, was announced in the House of Commons today by Reginald Maudling, president of the Board of Trade.

The action removes all restrictions on the transfer to the U.S.A. of earnings from the showing of American films in the United Kingdom, and on the uses to which the so-called "foreign exchange" can be put.

(Continued on page 4)

To Honor Benjamin in 23-Wk. U.A. Sales Drive

United Artists is launching a 23-week collections, billing and playdate drive honoring Robert S. Benjamin, UA board chairman.

The sales campaign, most intensive in UA's 41-year history, will be co-captained by James R. Veldé, UA vice-president in charge of domestic sales, and David V. Picker, executive assistant to Max E. Youngstein, UA vice-president, and executive

(Continued on page 9)



Robert S. Benjamin

Biggest Drive Yet Set For 'Oscar' Campaign

This year's Academy Awards promotion campaign will be backed by the biggest all-out united industry effort in the history of the Awards program, it was announced here yesterday following a luncheon meeting

(Continued on page 9)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here today for Europe to attend the world premiere of "Sink the Bismarck" in London on Feb. 11.

CHARLES SMADJA, United Artists vice-president in charge of European productions, has arrived in New York from Paris for a series of home-office conferences.

EMERY AUSTIN and **OSCAR DOOB** have returned to the M-G-M home offices here from Washington and Baltimore, where they set plans for "Ben-Hur" openings.

EDWARD S. FELDMAN, international publicity coordinator for Paramount's "The World of Suzie Wong," has returned to New York from Hong Kong.

GENE KRUPA is in Philadelphia today from New York for promotional activity in connection with Columbia's "The Gene Krupa Story."

HAROLD LEWIS, treasurer of ATA Trading Corp., importers and exporters, will leave here over the weekend for Schenectady, N. Y.

MRS. ALAN STEINHORN, wife of the supervisor of traffic for Columbia International, has given birth at Unity Hospital, Brooklyn, to a girl, **KAREN DINISE**.

RICHARD WIDMARK will arrive in New York at the weekend from Hollywood.

JAMES "RED" KING, publicist for Boston's Cinerama productions, is hospitalized at Jamaica Plain, Mass.

JOHN TOMLINSON, Warner Brothers branch manager at Jacksonville, has returned there from Atlanta.

MILTON BROCKETT, booker for Crescent Amusement Co., Nashville, has returned to his duties there following an illness.

RICHARD LYSINGER, owner of the

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRANK SINATRA • GINA LOLLOBRIGIDA
in A CANTERBURY PRODUCTION
"NEVER SO FEW"
An M-G-M Release
In CinemaScope And METROCOLOR
and GALEA NEW STAGE SPECTACLE "LET'S GO PLACES"

Tentative Approval of Some Tax Changes Made

From THE DAILY Bureau

WASHINGTON, Jan. 28. — The Ways and Means Committee today took no action on the proposals to change depreciation rules that are before it. It tentatively approved other changes in the tax law that have been proposed by the Administration.

Among the items cleared by the tax-writing group were: restoration to personal holding companies of the right to litigate the disallowance of a deduction for dividends even though there has been a previous determination of the personal holding company tax liability by the tax court. This would ordinarily bar further lawsuits.

It also went along with a Treasury request to require taxpayers living abroad and the benefits of special foreign income provisions of the law to file their returns at a government office to be designated by the Secretary of the Treasury rather than in the district where they claim legal residence or place of business.

Fr. Peyton Seeks Funds For Family Theatre

The Family Theatre, from which more than 600 radio shows and over 30 motion pictures dramatizing the slogans "The Family that Prays Together Stays Together" and "A World at Prayer is a World at Peace" have emanated, is seeking funds for a new headquarters building in Hollywood.

Rev. Patrick Peyton, C.S.C., head of the movement, has issued an appeal following condemnation of the present building which the group has occupied for 12 years.

The work of the Family Theatre has won the George Washington Medal of the Freedoms Foundation, the Thomas Alva Edison Mass Media Award, and special citations from numerous organizations including the American Legion.

Grand Theatre, Ravenna, Nebr., was in Omaha from there.

C. H. SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there for New Orleans.

BLAIR RUSSELL, of the Russell Theatre, Millersburg, O., and Mrs. RUSSELL are recuperating from injuries received in a recent automobile accident.

HERBERT SCHWARTZ, Columbia branch manager in Albany, N. Y., has left there for Gloversville, N. Y.

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has left there on a business trip to South Georgia.

SBA Loans in December To 3 Drive-in Theatres

From THE DAILY Bureau

WASHINGTON, Jan. 28. — Three drive-in theatres were among the 265 business loans approved last December by the Small Business Administration.

Dansite Amusement, Inc., Page, Ariz., received \$20,000; Hancock Drive-in Theatre, Hagerstown, Md., received \$70,000, and Pleasant Valley Drive-in Theatre, Lawton, Ky., received \$60,000.

In each case a local bank will participate in the loan.

Guarantee Students Will See 'Ben-Hur' in S. J.

In order to encourage attendance at M-G-M's "Ben-Hur," which opens in San Juan March 30, the Dean of the University of Puerto Rico decided that his administration would go further than guaranteeing that the special student showings would be sold out. They decided to support these "Ben-Hur" performances by bearing half the cost of each ticket, the student paying the other half.

The Dean's action came about as the result of a recent visit to New York by the head of the social section of the University of Puerto Rico who attended a performance of the William Wyler presentation at Loew's State Theatre here. He was enthusiastic in his report on the film and the Dean immediately set about arranging special showings for the University students, buying out four complete performances to date. The special showings will be held on Saturday and Sunday mornings.

House Group to Hear Younglove, Fitzpatrick

Special to THE DAILY

ALBANY, N.Y., Jan. 28. — Assemblyman Joseph R. Younglove, chairman of the New York State Joint Legislative Committee on Offensive and Obscene Material, and James A. Fitzpatrick, its counsel and former chairman, will represent that group at the public hearings in Washington, D.C., before the Granahan sub-committee on postal operations, Monday and Tuesday, Feb. 1-2.

While in Washington, they expect to confer with Postmaster General Arthur E. Summerfield and FBI Director J. Edgar Hoover. The Joint Committee's field of study includes motion pictures, television and radio. Fitzpatrick was at the Capitol yesterday from Plattsburgh.

Eric Johnston, president of the Motion Picture Association, is also scheduled to testify, as reported earlier.

Fox-Rank D

(Continued from page 1)

uct will still be played in the circuit.

The Rank Organization said the new agreement is in accordance with its policy of "rationalization" first announced by John Davis, managing director, in the fall of 1947. It is a scheme whereby the company reduced its theatre operations in Great Britain. At the time Davis described it as a "constructive rationalization" of (our) exhibition adopted against a background of declining attendance and changing public tastes.

Vaughan Is Representative

It was also announced yesterday that Frank Vaughan, general manager of Rank Film Distributors of Canada, will act as producers representative for Rank in Canada and will have close association with 20th-Fox.

Key City Dates Set For 'Voyage' by M

With the first two area satellite bookings of "The Last Voyage" for Los Angeles beginning Feb. 1 and Dallas the following day, 20th-Fox has set the first group of individual key city openings. On Feb. 18th, it was announced by Jack L. Warner, vice-president and general sales manager. Among the individual openings set for that day are the Buffalo Theatre, Buffalo; Broad, Columbia Loew's, Dayton; State, Metropolitan, Norfolk; Loew's, Richfield, San Francisco; and the Regency, Toledo.

More than 40 theatres have set for the Los Angeles satellite and upwards of 35 are set for Dallas area openings. Additional saturations are now being booked. Concentrated promotion campaigns featuring the TV exploitation by Terry Turner and the M-G-M staff, will give the film wide distribution.

Correction

Jules Weill was identified in publication Screenbill in a special MOTION PICTURE DAILY yesterday through an error. He reports no connection with the magazine.

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FILMACK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinsky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a week as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copy

America Business -I Is Growing

Special to THE DAILY

UAN, Puerto Rico, Jan. 28.—International business is vigorously throughout Latin president Milton R. Rackmil assembled delegates at the of U-I's Caribbean Zone sales ce here yesterday. Rackmil to the current success of "Pil-" in its initial Latin American as positive proof of the pol-

U-1—Arwin Production, star-k Hudson and Doris Day, has marks in three of the top the-Caracas, Venezuela; in four of the Carrera Circuit in Hab-ba; and in the deluxe Moga-ogota, Colombia.

Praised by Aboaf

n general manager Americo who accompanied Rackmil, l that, on the basis of advance for "Operation Petticoat" in America, the Cary Grant-Tony arner would even exceed the currently being set by "Pil-."

nil also gave the delegates a of futurc company production , expounding in detail the oducers and directors of the 's next 18 films. "We are go-and getting the finest talent in the world today," he told ention.

ng to "Spartacus," the Bryna on, which U-I will release late in a selected group of key the Caribbean area, Rackmil l that, on the strength of had already seen, it would be obal grosser of all time.

Leave by Plane for Rio

ving the conclusion of the here, Rackmil, with Aboaf tin American supervisor Al laned out for Rio de Janeiro, or another sales conference h in the global series which Europe in December.

t at the Caribbean Zone con-vas assistant foreign manager Cohn, and the following U-I Ramon Garcia, Cuba; Cesar Mexico; Saul Jacobs, Panama; D. A. Lambert, Trinidad; iaz, Colombia; Luis Jimenez, ; Pedro A. Pietri, Puerto d Jose M. Sagrañas, Vene-

Back Edition Set Let's Make Love

erback version of 20th Cen-'s "Let's Make Love" will be d by Bantam Books. A special 250,000 copies is being pre- book stores, drug and det- stores and other outlets aperback books are sold.

er also is preparing a full-vertising-publicity campaign te sales of the volume a full ths in advance of release of maScope feature, which stars Monroe, Yves Montand, Tony and Frankie Vaughn.

'U' Profit at \$4,698,453

(Continued from page 1)

properties less Federal income tax savings.

In the annual report to stockholders Milton R. Rackmil, president, estimated that the first quarter of the new fiscal year will show a substantial profit as compared with a loss from operations in the first quarter of 1959. He also said there is every reason to believe that 1960 will be a profitable and successful year for the company.

Rackmil attributed the successful results of operations in the past fiscal year as well as currently to the initial effects of the drastic policy changes in both production and distribution which were undertaken during the previous 12 months.

Aided by Studio Deal

The sale and leaseback of the studio facilities substantially reduced the overhead charged to production, he said. This, together with substantial savings which resulted from changes effected in the domestic sales organization and in foreign distribution, have strengthened the company's competitive position while maintaining unchanged efficiency in operations, he added.

Rackmil advised the stockholders that in line with new policy in regard to independently produced pictures, a number of commitments have been consummated, and that several pictures made under such arrangements

had fulfilled the company's fondest anticipations as to their box office values.

Stockholders were also told in a proxy notice yesterday that the annual meeting will be held at company offices here on March 9 at 11 A.M. Major business before the meeting will be election of eight directors, including N. J. Blumberg, Preston Davie, Albert A. Garthwaite, John J. O'Connor, Rackmil, Budd Rogers, Harold I. Thorp, and Samuel H. Vallance. All are board members currently.

The proxy statements list the remuneration to officers for the fiscal year as follows: Blumberg, \$78,000; Rackmil, \$125,000; O'Connor, \$57,200; Edward Muhl, \$104,000 and directors and officers as a group, \$669,910.

Stock Ownership by Directors

Board members own stock in Universal and Decca Records, its parent, as follows: Blumberg, 100 Universal common, 8,000 Decca capital; Davie 109 and 200; Garthwaite, 4,000 Decca; O'Connor, 100 and 1,000; Rackmil, 1,713 Decca; Rogers, 100 and 1,075; Vallance, 100 Decca.

In addition Rackmil's immediate family owned beneficially 105,900 shares of Decca capital and two trusts, of which Rackmil is a co-trustee, owned an additional 11,400 shares with respect to 10,000 of which he was the donor.

M-G-M, WCBS Detail 'Hill' Radio Promotion

Metro-Goldwyn-Mayer and WCBS have announced a promotion agreement which will allow 60 of the radio station's listeners to attend a showing of "Home From the Hill" in the M-G-M home office projection room.

"The Dick Noel Show," broadcast daily from 4:05-6 P.M., has formed a "Preview Club" for its audience and this month devoted a full week to plugging "Home From the Hill," a forthcoming release scheduled for the Radio City Music Hall. Noel invited listeners to send in their names for invitations to the screening. He said he intends to give a full report of audience reaction during the week his guests see the film.

WGA and the Networks Extend Pact to Feb. 6

From THE DAILY Bureau

HOLLYWOOD, Jan. 28.—In view of the progress made and in order to permit continuance of negotiations, the Writers Guild of America and the networks have agreed to extend current contracts one additional week, to Feb. 6. The pacts have been scheduled to expire Jan. 30.

Both sides are convening in a negotiation session tomorrow and are prepared for an additional series of meetings next week.

Smell-O-Vision! Bow To Benefit Actors Home

The New York Theatre Ticket Brokers Assn. Feb. 18 will sponsor an Actors Fund of America benefit premiere at the Warner Theatre for Michael Todd, Jr.'s "Scent of Mystery," first film in Smell-O-Vision! Proceeds will be used to build a "Mike Todd Room" in the new Actors Home at Englewood, N. J.

Directing the benefit are Warren Munsel and John Effrat of the Actors Fund, and Arthur Lemmon and Harry Bloomfield for the Brokers. Tickets for the premiere are sealed loge.

'Havana' Scores Here

Columbia Pictures reports that Carol Reed's "Our Man In Havana," at its dual American premiere engagement at the Forum and Trans-Lux 52nd Street Theatres here, broke the all-time opening day house record at the Trans-Lux 52nd Street with a gross of \$3,864. The opening day take at the Forum, Columbia added, was an excelent \$3,752.

Reopen Georgia House

ATLANTA, Jan. 28.—S. O. Jenkins has reopened his Sunset Drive-In at Brunswick, Ga. closed several weeks ago as a result of a fire.

PEOPLE

Ira S. Stevens, general manager of National Film Service and a director of Cinerama Productions, has been named vice-president and treasurer of the Bonded Services division of Industrial Enterprises, Inc. He will continue in his present post at Industrial Enterprises.

Frank N. Kelley, long associated with New England Theatres, Inc., has been named manager of the Stanley Warner Ritz Theatre, Albany, N. Y. He succeeds Theodore Moisides, who has been given an alternating assignment as assistant to Osear J. Perrin at the Uptown, and to John J. Brousseau at the Delaware.

Robert Meyers, salesman for 20th Century-Fox in Cleveland, has been transferred to the Indianapolis office of the company.

Mrs. Eleanor Brush and her husband, who recently purchased the Smalley Theatre in Cooperstown, N. Y., from Mrs. Hazel Smalley, have renamed it the Cooperstown.

Frank H. Ricketson, Jr., former president of Fox Intermountain Theatres, Denver, has been appointed by that city's mayor, Richard Batterton, to the post of chairman of the Downtown Denver Master Planning Committee.

Big Turnout Expected At Brotherhood Lunch

A large turnout of motion picture industry leaders is expected for the Brotherhood Week luncheon at the Hotel Astor here Feb. 4. Max E. Youngstein, United Artists vice-president and chairman of the amusement division of the National Conference of Christians and Jews for the annual observance of Brotherhood Week, will preside at the luncheon meeting.

Among the invited industry leaders are Barney Balaban, Robert S. Benjamin, Harry Brandt, Ned E. Depinet, Russell Downing, Simon Fabian, Leopold Friedman, Morey Goldstein, W. J. German, William J. Heineman, Benjamin Kalmenson, Arthur B. Krim, A. Montague, Charles Moss, Arnold Picker, Eugene Picker, Walter Reade, Jr., Samuel Rinzler, Milton Rackmil, Herman Robbins, Samuel Rosen, A. Schneider, Sol A. Schwartz, George Skouras, Spyros Skouras, Sol M. Strausberg and Joseph Vogel.

D. Lewis Webster Jones, president of the organization, will address the meeting to blueprint plans for Brotherhood Week observance for theatres and other industry branches.

Young is also a member of the National Brotherhood Week committee, of which Cornelia Otis Skinner is chairman.

Leve Heads TOA Star, New Faces Committee

The appointment of M. Spencer Leve, vice-president of National Theatres Amusement Corp. of Los Angeles, as chairman of the Theatre Owners of America's star of the year and new faces committee, was announced yesterday by Albert M. Pickus, president of TOA.

Combination Is Something New

The new committee represents a combination this year for the first time of TOA's star of the year committee, which is charged with recommending to TOA the actor or actress to be honored at TOA's annual convention as "Star of the Year," and TOA's new faces committee, which consults and advises with TOA's president on steps exhibitors can take to assist in the development of new screen personalities.

Pickus said the consolidation was effected because both committees were dealing with actors, actresses, and the film companies, and because most of the committee's activities will originate in Hollywood. Leve heads a nine-man committee. The members, appointed by Pickus, are:

Members of the Committee

Arthur Lockwood, president of Lockwood & Gordon Theatres of Boston, and a past-president of TOA; John Schuyler, president of Delft Theatres of Butler, Wis.; John Stembler, president of Georgia Theatre Co. of Atlanta; E. D. Martin, president of Martin Theatres of Columbus, Ga., and a past-president of TOA; George C. Kerasotes, president of Kerasotes Theatres of Springfield, Ill., and TOA's board of directors chairman; Sidney Markley, vice-president of AB-PT circuit of New York; Roy Cooper, general manager of West Side-Valley Theatres of San Francisco, and chairman of TOA's executive committee; and John Rowley, president of Rowley United Theatres, Inc., Dallas.

Film Group Planning

(Continued from page 1)

for a total of 24 in the next year, it was announced by Roger Corman, president.

Corman, currently producing and directing "The Fall of the House of Usher," will return to his Film Group headquarters next week to finalize plans for the company's 1960-61 production schedule.

Beatrice Ross' Husband

Funeral services for Walter J. Klein, New York attorney and husband of Beatrice Ross Klein, former publicity manager of Republic Pictures here, will be held at Riverside Chapel, Park Circle, Brooklyn, at 12:15 P.M. today. Klein died suddenly of a heart attack on Wednesday at his Woodhaven, L. I., home.

Survivors, in addition to the widow, include the father of the deceased, Charles Klein, and a brother, Irving,

Restrictions Ended by Britain

(Continued from page 1)

zen" sterling balances could be put here.

The removal of the remittance restrictions is effective on Monday. Thus it terminates the agreement which had been extended last Sept. 26 for another year. The agreement was first signed by the Motion Picture Export Ass'n. of America and the Society of Independent Producers in March, 1948, as an emergency measure which was part of a broad undertaking to conserve and strengthen Britain's weakened dollar position immediately following World War II.

Revised in 1950

The film agreement was revised in October, 1950, to permit the unconditional annual remittance of a basic \$17,000,000 of American film earnings in the United Kingdom. Provision was made for a bonus conversion equal to one-third of the sums invested by American companies in production in Great Britain, and the "frozen" balances could be diverted to a variety of so-called, specifically named "permitted uses" inside the U.K. This basic agreement was renewed annually for the last eight years.

Termination of the restrictions by the Board of Trade was not unexpected in view of Britain's constantly improving trade and dollar balances over the past several years, and the relaxation or outright removal of licensing restrictions on numerous other import items from the dollar area.

It is understood here that the Board of Trade does not anticipate any marked change in the amount of film dollar drain as a result of the termination of the agreement, due to the fact that in recent years the \$17,000,000

remittance limit has not been reached, owing largely to the amount of American investments in British production and the acquisition of Western Hemisphere rights to British films. These factors are expected to continue in approximately the same volume at least for the present.

Johnston, Arnall Hail Remittance Agreement End

Eric Johnston, president of the Motion Picture Export Association of America, hailed as a most welcome move the British decision to terminate the Anglo-American Film Agreement. This action has the effect of eliminating all restrictions on remittances of earnings on American films.

Commenting on the announcement, Johnston said:

"We hope that this action by the British toward American films will herald a general freeing of restrictions throughout the world.

"Our relationships with the British Board of Trade during the entire period of the Anglo-American Film Agreement have been most cordial. This mutual understanding has promoted a high degree of cooperation between the British and American film industries which has been of enormous benefit to both groups. We are confident that this relationship will continue in the future."

Ellis G. Arnall, president of the Independent Film Producers Export Corporation, a party to the original Anglo-American Film Agreement, joined with Mr. Johnston in expressing his pleasure that British economic affairs have advanced to the stage where monetary restrictions are no longer required.

Crosby Group Granted Stock Swap in Station

From THE DAILY Bureau

WASHINGTON, Jan. 28. — Bing Crosby and a group of associates have been granted permission by the Federal Communications Commission to exchange stock in KCOP, TV Channel 13 in Los Angeles, for an additional ownership interest in NAFI Corp.

NAFI Corp., already owned in part by Crosby and his associates, now operates KPTV in Portland, Ore.

Associates of Harry L. (Bing) Crosby, Jr., in the stock swap are: Kenyon Brown, George L. Coleman, Joseph A. Thomas and Alvin C. Flanagan.

FCC commissioner Robert T. Bartley dissented from the commission's agreement to the exchange of stock.

Mass for John Wager

COHOES, N. Y., Jan. 28. — Solemn requiem mass was celebrated this morning in St. Rita's Church here for John M. Wager, 64, who for a number of years was on the management staffs of theatres in the Troy and Detroit areas. He died Monday in Cohoes Memorial Hospital.

Hockey Games

(Continued from page 1)

J. Fitzgibbons, president of Famous Players Canadian Corp., and General John Reed Kilpatrick, president of the New York Rangers and honorary chairman of the board of Madison Square Garden, Inc. Kilpatrick spoke at a luncheon meet of the New York Hockey Writers Ass'n.

Arrangements for broadcasting of the games on Telemeter were made with Conn Smythe of the Toronto Maple Leafs, the New York Rangers, the Boston Bruins, the Detroit Redwings and with Imperial Oil, Ltd., who now sponsor the Saturday evening Maple Leaf home games.

The away-from-home games will originate in New York, Boston and Detroit and will be brought to Toronto via coaxial cable and distributed over the Telemeter closed circuit network.

Fitzgibbons stated: "This is the first of a series of announcements with regard to the special events that will be made available to Telemeter subscribers during the months ahead.

"We would like to make it unmistakably clear that the arrangements for these hockey games will in no way interfere with the continuation of the

Levin Appointed TOA Foreign Film Chairman

The appointment of Irving Levin, San Francisco theatremen director of the San Francisco national Film Festival, as chairman of the foreign film committee of Theatre Owners of America, was announced yesterday by Albert M. Pickus, president of TOA.

The theatre organization, a trade association of motion picture owners in the country, to its foreign film committee for advice and guidance on trends and problems in the field of imported films. The committee has played an increasingly important part in TOA's affairs in recent years due to the great increase in the number of imported films finding their way to the nation's theatre screens.

Members of Levin's committee include Walter Reade, Jr., a past president of TOA, president of Walter Reade Inc., and chairman of the board of Continental Distributors, Inc.; Marvin Goldman of Washington, D.C., president of K-B Theatres, and that area.

Reade was for several years chairman of the foreign film committee but this year suggested to Albert M. Pickus that the chairmanship be rotated to Levin in recognition of his activities with the International Film Festival and his encouragement of acceptance of foreign films.

One of Levin's first duties will be a report on the foreign film situation to TOA at its mid-winter convention board of directors and executive committee meeting at the Mayflower Hotel in Washington, D.C. scheduled for Monday, Feb. 22.

George Stevens Cited

(Continued from page 1)

for the greatest of the pioneer picture directors, the Griffith Award is bestowed in recognition of outstanding creative achievement during a long period of years.

It will be presented to Stevens at the guild's annual awards dinner to be held Saturday evening, Feb. 27, at the Beverly Hilton Hotel.

Other awards to be made this year will be for best directorial achievement during the past year in the theatrical motion picture and television film fields.

This will be the second time Stevens has been honored with an award based upon creative contribution to the motion picture industry during a long period of years. He received the Irving G. Thalberg Memorial Award from the Academy of Motion Picture Arts and Sciences in 1953.

Traditional Saturday evening Telemeter home games which have been sponsored by the Imperial Company of Canada, Ltd.

"This new addition to hockey casting will enable Toronto fans for the first time to travel with the team via coaxial cables to the out-of-town games. This represents a broadening of hockey television coverage."

**WHO
IS "OUR**

IS IT ALEC?

IS IT BURL?

IS IT MAUREEN?

IS IT ERNIE?

IS IT NOEL?

IS IT RALPH?

IS IT JO?

MAN IN

HAVANA"?

**Alec
Guinness**

as the spy who sold
phony secrets!



**Burl
Ives**

as the doctor who
doctored the facts!



**Maureen
O'Hara**

as the winsome,
wily Girl Friday!



*suspense
best-seller*

**murderous
furious
storied
magnificent
c
marvelous
ma**

COLUMBIA PICTURES
presents
A CAROL REED
PRODUCTION

**OU
MA
HAVAN**

STARRING **Alec Guinness**

**Burl Ives | Maureen O'Hara
Noel Coward | Ralph Richardson**

CINEMASCOPE

Screenplay by GRAHAM GREENE based

Ernie Kovacs

as the police chief who loved to play games!



Noel Coward

as the foreign agent who got knots in his network!



Ralph Richardson

as the Head of Intelligence who could have used some!



Jo Morrow

as the delectable doll in the middle of it all!



Ernie Kovacs
Jo Morrow

Directed by CAROL REED

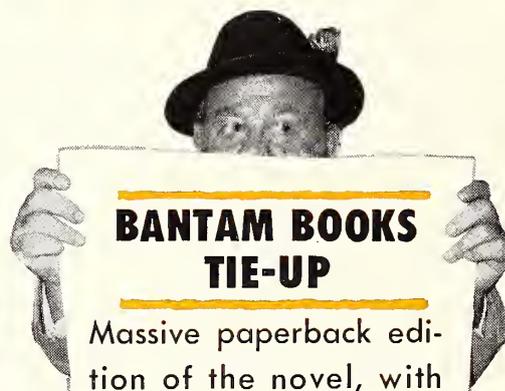
READ ALL ABOUT IT!

"OUR MAN IN HAVANA" MAKES A SHOWMANSHIP KILLING!



HOOVER VACUUM CLEANER TIE-UP

A giant sweep of promotion across the land! 22,000 Hoover dealers and 65,000 salesmen plugging the picture with special 1-sheets, heralds, window-cards, local ads and contests!



BANTAM BOOKS TIE-UP

Massive paperback edition of the novel, with picture credit on back cover! Will reach millions in stores, super-markets and newsstands, as well as bus, railroad and airline terminals!



CUBANA AIRLINES TIE-UP

Tremendous attention-getting contest tied in with the picture and its locale! Prizes include 6 pairs of first-class tickets to Havana, plus deluxe 1-week vacations in Cuba!



TV FEATURETTE

Special 5-minute show produced by Globe and narrated by Jo Morrow! Candid shots of the stars, filming of scenes, and authentic Havana backgrounds!



TV TRAILERS and RADIO SPOTS

A power-packed package of over-the-air pitches that sell the stars, the story, the production, the locale — and the laughs!



CASH IN ON COLUMBIA'S YEAR OF THE BIG SEE!



TENT TALK

Variety Club News

DON — Kenneth More, while with his recently completed North West Frontier, ap for funds for the Heart of Tent in London. Donations of an 600 pounds were contri-

△

ANY, N. Y. — Tent No. 9 will e Variety Week, Feb. 8-15, ppearances by Chief Barker ky and Geoff Davis' disc jock- y over WOKO, as well as an- rogram on WAST-TV. There l be several newspaper stories. angements committee includes ndon Donahue and Alan V.

or Benjamin

Continued from page 1)

resident of United Artists Rec-

than \$60,000 in cash prizes awarded to the 33 competing es in the U.S. and Canadian es. Exchanges will be aligned e major groups.

Starts April 2

"Bob Benjamin Drive" will be two major laps capped by a retch period. The first lap of eks ends April 2. Second lap e weeks ends June 4. Final period of four weeks ends

prizes will go to the first winners in each division for the ps. Grand prizes will be d the three winners in the standings at the conclusion of ve.

tion and district prizes will also rded.

ollections, billing and play- ampaign involves outstanding t to be backed by a top budget sing, publicity and exploitation n.

Messages from Velde, Picker

wire sent to every member of 1, district and branch staffs, co-s Velde and Picker forecast the successful sales effort since the ay's founding in 1919: "We are larly enthusiastic about the honoring Bob Benjamin and each of you shares the same asm and excitement. With a t-in-depth program of back-to-oxoffice attractions set for the ix months and with the kind vmanSHIP that has been our in- trademark in the past, the Bob in drive should produce the total revenue and greatest r of bookings of any sales ign in company history. We feel ged to have been selected as ains of the drive. We are con- that each of you will dedicate e to the challenge of the next nths."

Hecht Calls SWG Drive 'Preposterous'

(Continued from page 1)

"literary 'beasts' who are vastly over-paid."

Criticism of screen writers and the industry in general by the 65-year-old Hecht is not new, and he said his long-standing dislike for the SWG has not been tempered by whatever success he has made in Hollywood.

"In fact," he added, "three years ago the Guild tried to run me out of Hollywood because I'd publicly criticized the industry the way it should be criticized. I was told to apologize or get out. Once a writer is in the Guild he can't get out, so I'm still a member in very bad standing."

Hecht relit his cigar and said, "I only write for the movies when I'm broke. The money is big so I write screenplays until I get enough money

to quit and return to writing legitimate works, books and plays."

Hecht's motion picture career began 30 years ago. He has been a producer and director as well as a writer and estimated his output of screenplays at 70.

"If there was complete employment in Hollywood today there would be no strike. It's an excuse for idleness. The writers are paid in advance and don't share in production risks; they're not required to gamble for success. If it were up to me, I would stop hiring writers the way they're hired now."

"I'd put them (the writers) off the studio payrolls and have them join the companies as playwrights, giving them a small piece—one or two per cent—of the film's gross. Then they would have a stake in production and

their work would improve. Now, because they're paid in advance, they're not really working to capacity."

Hecht called the strike "preposterous," because if writers are to share in the fees derived from sale of post-1948 films to television, so should electricians and wardrobe personnel and everyone connected with the production of pictures released to video. He said such a plan is inadequate and unfeasible.

"Motion pictures are in danger of becoming the only iconoclastic industry in the country. Time and again we see in films that virtue must triumph and good is good, but we really aren't being told about, or shown, life."

"But Hollywood has come up with a new 'gimmick'—thinking. Its thinking must become classier than the thoughts within the legitimate theatre if films are going to survive."

The strike has forced Hecht off work on several screenplays he was well into. For the past three years he has been writing a book which he called a work of thoughts, ideas and reflections. He smiled confidently when he discussed the book, tentatively entitled "My Testament," and seemed assured it would be his finest achievement—in any medium.

'Oscar' Drive Termed Biggest

(Continued from page 1)

called by Si Seadler, chairman of the MPAA advertising and publicity directors committee. The heads of the four coordinating groups — Rodney Bush for exploitation, Martin Davis for advertising, Bob Ferguson for radio and TV, and Phil Gerard for publicity—pledged all-out support of their own staff members and the members of their respective coordinating groups.

Harry McWilliams, promotion and publicity coordinator for the 1960 Academy Awards, prepared suggested outlines of activities to be undertaken by each of the four coordinating groups.

The group chairmen immediately arranged a schedule of meetings for next week. On Monday, Gerard and McWilliams will meet with Ellis O. Moore, director of publicity for the National Broadcasting Company, to lay out plans for NBC's participation in the advance campaign. Two meetings will be held on Tuesday—Bush has called the exploitation coordinating group together for a luncheon meeting in the International Board Room at the MPAA—and Davis has called a meeting of the advertising coordinating group at his office in the Paramount Building for 5:30 P.M.

The "Oscar" poster contest will be judged at the monthly meeting of the MPAA advertising and publicity directors' committee on Wednesday.

Meeting Called for Thursday

Ferguson has called a meeting of the radio and TV coordinating group for 5:30 P.M., Thursday, at his Columbia Pictures' office. The publicity coordinating group has been called to a luncheon meeting by Phil Gerard on Friday, Feb. 5, at 12:15, in the MPAA International Board Room.

McWilliams made a report for Roger Lewis, co-chairman of the Academy Awards coordinating group, who is currently in Hollywood. Lewis is consulting with the Academy authorities on the production of the theatre trailer, the theatre institutional mes-

sage to be used on the station break and other pertinent problems.

Seadler emphasized in his preliminary remarks that the "Oscar" promotion is perhaps the biggest single event that the motion picture industry supports during the year. In addition, he pointed out that though exhibitors do not participate in the actual cost of the program and the radio and TV simulcast, their contribution is invaluable in building the national audience that has made this program the most important TV event of the year.

The press book this year will contain many new and novel features including contributions from some 15 leading motion picture theatre advertising chiefs.

Roy Haines Dies

(Continued from page 1)

general sales manager for UPA Pictures, spent most of his life in various distribution executive posts with Warner Bros. He left newspaper work to join First National Pictures as a salesman, his first job in the motion picture industry. He went over to Warner Bros. at the time the latter company took over First National, and held successive posts as branch, district and divisional sales manager.

In 1941 he was elected a vice-president of Vitagraph, Inc., the distribution subsidiary of Warners. In 1956 he was elected president of Warner Bros. Distributing Corp. In 1958, he was appointed Western states sales manager. He left Warners to join Stephen Bowstow and UPA in April last year.

Haines is survived by his widow, Katherine, and a son, Glenn.

New Permafilm Grant

Permafilm Inc. yesterday announced it has granted a Permafilm protection franchise to Criterion Film Laboratories Inc. of New York, for 35mm and 16mm motion picture films. This represents the 28th Permafilm franchise granted in 18 countries.

Ask Unemployment Pay, WGA Advises Members

From THE DAILY BURCAU

HOLLYWOOD, Jan. 28. — Striking members of the Writers Guild of America are eligible for state unemployment compensation, the guild announced today in a bulletin to its members urging that "all unemployed writers should make claims for unemployment benefits."

The bulletin recognized that there was a "gray area" in which certain members on flat deals or term contracts might be unable to qualify, but emphasized, "do not try to assess your own eligibility. Let the department tell you."

aircraft: **COMET 4!**
(pure jet!)

flight: **MONARCH**
(de Luxe and First Class only)

frequency: **NIGHTLY**
(leaves New York at 9 p. m.)

destination: **LONDON!**



reservations through your Travel Agent or **BRITISH OVERSEAS AIRWAYS CORPORATION** Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

U. A. Product Inventory at \$125,000,000

UNITED ARTISTS is starting 1960 with a record product inventory of \$125,000,000 in features currently in release, editing, or preparation. Of the 24 blockbusters set for this year five are illustrated here.



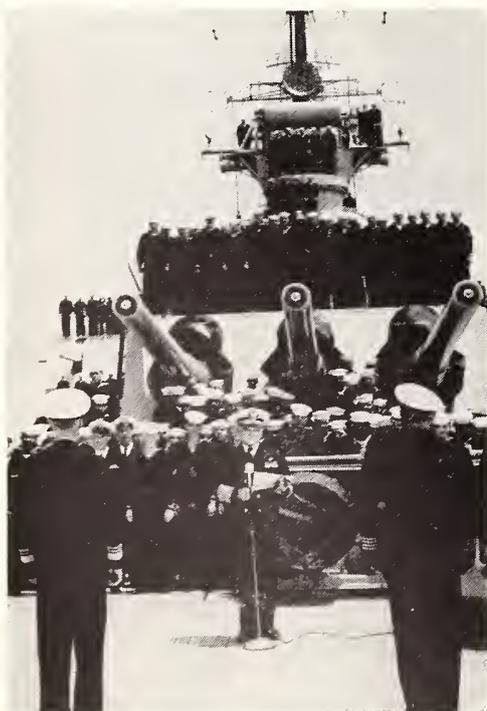
THE FUGITIVE KIND: Jurow-Shepherd-Pennebaker production starring Marlon Brando and Anna Magnani (above) and Joanne Woodward.



THE ALAMO: Batjac's \$12,000,000-plus Todd-AO production starring John Wayne (front).



THE UNFORGIVEN: Hecht-Hill-Lancaster film starring Audrey Hepburn and Burt Lancaster (right).



THE GALLANT HOURS: Cagney-Montgomery production starring James Cagney (center) as the late Admiral William F. Halsey.



EXODUS: Otto Preminger (with finger raised at right) scouting locations in Israel for his film to be based on the Leon Uris best-seller. Stars will include Paul Newman and Eva Marie Saint.

Sarnoff Hits FCC for Making 'Rules' for TV

From THE DAILY Bureau

WASHINGTON, Jan. 28. — NBC Chairman Robert W. Sarnoff urged the Federal Communications Commission to refrain from attempting to play "Solomon" to broadcasting by trying "to lay down rules of that kind of programs" people should be offered. As Sarnoff sees it, the public would not be served by imposing federal regulation on the same process of broadcasting any more than the public would be served by imposing regulations on how the fills its columns.

'We Accept Responsibility'

Saying that "we accept responsibility for what took place" in regard to the "payola," he attributed this to the sins of its growth. "The merging of networks, according to Sarnoff, would result in "confusion and inconsistencies" from a legal point. He added that "the lesson to be drawn from these last months at broadcasters are determined to exercise proper responsibility for what they offer the pub-

FCC Wants Exact Data on New Station Owners

From THE DAILY Bureau

WASHINGTON, Jan. 28. — Applicants for transfer of a radio station license have been asked to assure the Federal Communications Commission the fact that they have interests in news media and music publishing will not influence their operation of the station.

The FCC was asked to permit the voluntary assignment of the license of KZL, St. Louis, from Rollins Broadcasting, Inc., to Laclede Radio, Inc. The FCC said that a review of the license application reveals that the Hall Syndicate, Inc., which distributes newspaper columns to newspapers around the country; Milton M. Blink, who has substantial interests in the music publishing and record business; G. Walter Collins, publisher of a newspaper, and Harry S. Goodman, a radio producer and radio-TV station representative, are stockholders in Laclede.

Application Calls Answer Incomplete

The application's answer of "not applicable" to the question on the application concerning the amount of time to be used by the station for advertising or promoting activities in which station owners have a substantial interest is not acceptable to FCC. Requests for further information spell out how much time Laclede plans to devote in promoting things in which stockholders have a financial interest.

The FCC also wants to know whether there is any agreement that the station will use products or services of the stockholders. If so, FCC wants to know if they will "be used in preference to, or to the exclusion of competitors' products or services."

Television Today

Stanton Outlines CBS Informational Plans; Opposes Federal Regulation

From THE DAILY Bureau

WASHINGTON, Jan. 28.—Details of plans for informational and educational programs on the CBS Television Network will be announced tomorrow by Dr. Frank Stanton, president of the Columbia Broadcasting System, in a statement before the Federal Communications Commission, released here today. Citing the agreement of the three networks to accept the Doerfer Plan, proposed recently by FCC Chairman John Doerfer, Dr. Stanton said that the CBS Television Network had chosen Monday and Friday evenings for half-hour informational and educational programs and that "On one out of each three Fridays, we will turn the half hour back to our affiliates for their own local public affairs programming."

"Since we believe, as the joint announcement of the networks indicated, that the Plan should involve a floor and not a ceiling to informational, cultural and educational programs," Dr. Stanton declared, "we are in addition to our Monday and Friday schedule proceeding with our plans for the 'CBS reports' series on an every other week basis in prime time as we had announced last May."

Points to Serious Themes

In his comprehensive statement to the FCC, Dr. Stanton refuted the "careless stereotype that there are nothing but mysteries, westerns and gunplay." He pointed out that during the first quarter of 1960, for example, "when we total the time devoted exclusively to general drama, religion, education, discussion, serious music, documentary and news—without taking into account programs which have elements of such categories—we find that it constitutes 27.1% of our prime time scheduled and 17.8% of our entire schedule." In contrast, all mysteries, westerns and adventure programs "constitute 32.5% of the prime time schedule on the CBS Television Network and 15.4% of its entire schedule."

Tightening Policies, He Says

Dr. Stanton also reported that CBS has been "re-examining and tightening our policies and practices" with regard to commercials. "We are now, for example, actively at work to formulate new principles relating to acceptance of commercials on personal products and remedies," he stated.

"We have, further, intensified our efforts to verify claims," the CBS President continued. "And we are adopting a new policy under which we shall require that unless it is impracticable to do so, our representatives must actually witness demonstrations which are embodied in commercials. Where it is impracticable to witness demonstrations—as, for ex-

ample, a coast-to-coast road test—we are probing more deeply by asking for a full, certified description of the circumstances and procedures of the demonstration."

Discussing advertiser participation in programming, Dr. Stanton said, "I think it is also time, in considering this problem, that we recognize the injustice of assuming that advertisers are the bad guys and a force for evil. On the contrary, their objectives and ours, and indeed the public interest in its fullest sense, are normally compatible."

Cites 'Distinguished' Programs

"The list of distinguished and costly programs of merit that have been brought into millions of homes with the full support of advertisers is a very long one," he declared.

Commenting that "I think it prob-

ably true that during the hurrying stages of our development we allowed the advertisers too large a role," Dr. Stanton reaffirmed the principle that "we will be masters of our own house in program acceptance and scheduling."

Dr. Stanton also addressed himself to the proposal that networks be licensed by the Federal Government. He characterized this proposal as "wholly unnecessary." "There is," he said, "no technological limitation on the number of networks which can enter the market place." Nor has there been any need for such regulation to assure financial, engineering or legal qualifications, he said.

Terms Control 'Intrusion'

"What is left," Dr. Stanton asked, "and can only be left for the licensing of networks to accomplish? The answer is, of course, intrusion by government into network programming."

He described proposals for government regulation as coming down to this: "that the government take over the direction of a medium of communication in order to decide for itself what ideas, what thoughts, what words, the American people shall have."

POLERI

NBC-TV

Starring as

Turiddu

"CAVALLERIA RUSTICANA"

Sunday, January 31, 1960

SAVAN-LEVINSON
20 East 53rd Street
New York, N. Y.
PLaza 2-1360

5234 Tampa Avenue
Tarzana, Calif.

Another First!

This week's **MOTION PICTURE HERALD**—out today—provides an attraction promotion service new and unique.

Story and Picture Features free to exhibitors in mats designed for local newspapers.

This service is inaugurated with stories and layouts on a major picture to be released in the Spring. They are arranged in a 12-page Section perforated for a loose-leaf binder, thus to be kept ready for use at intervals in a campaign.

A convenient order form is supplied for procuring mats free through **MOTION PICTURE HERALD**.

Watch the **HERALD** for this service!



MOTION PICTURE DAILY



87, NO. 21

NEW YORK, U.S.A., MONDAY, FEBRUARY 1, 1960

TEN CENTS

TORIAL

March to the Suburbs Continues

By Sherwin Kane

URBAN development in America's chief population centers continues at its present rate, 80 per cent of the expected 46.5 million increase in urban areas by 1976 will take place in suburbs, a recent report of the Senate Committee on Small Business predicts. The report presents findings of a committee study of the Impact of Suburban Shopping Centers on Independent Retailers, and it should be of considerable interest to distributors and exhibitors willing to look ahead and plan in accordance with conditions expected to prevail in the immediate future.

The study notes that the increasing number of suburban shopping centers "are creatures of suburban growth," and suburban growth results from the movement from the farm population centers. In their development, chain stores discovered the benefits of supermarkets and, about the same time, downtown department stores began establishing branches in the suburbs.

The two movements were given impetus by the automobile which, the committee study notes, is now the possession of nearly every one of America's estimated 53,600,000 families.

Post-war construction made suburban locations its popular choice and, in addition, the study found, was that suburban population growth in this country has taken place largely on the fringes of metropolitan areas, "and alert business men have taken advantage of their retailing operation to the suburbs where consumers have chosen to live."

The study says that in the suburbs of 168 metropolitan areas, there was a 3,300, or 27.8 per cent population increase in major cities. Thus, in the five largest metropolitan areas, the population grew to a 1,880,000, or 3.8 per cent, increase in major cities. Thus, in the five largest metropolitan areas, 80 per cent of the total increase in population took place in the suburbs of 168 metropolitan areas. This increase is expected to continue through 1976.

The study notes that "These population figures, when translated into economic terms, are of tremendous significance, for they correlate with the

Texas Exhibitors Get Ready to Battle Federal Minimum Wage Law for Theatres

Special to THE DAILY

DALLAS, Jan. 31—Exhibitors in Texas are girding for battle to curb proposed Federal application of a minimum wage law on theatre employees. In selecting committees Texas COMPO directors felt that reactivation of the 22 Congressional district exhibition groups to carry on this grass roots campaign is as necessary now as it was in the 1956-57 campaign when the industry won admission tax relief.

Kyle Rorex, executive director of Texas COMPO, in a letter to the state exhibitor committeemen, urged that they contact their Congressional lawmakers seeking to exempt theatres from pending minimum wage legislation in the Senate and House. Serving on the central committee are: John Q. Adams, executive vice president, Interstate Theatres; John Rowley, president, Rowley Theatres; Louis Higdon, general manager, Frontier Theatres; Al Reynolds, general manager, Ezell Drive-In Theatres; and Harold Novy, Trans-Texas Theatres' president.

Youngstein Dedicates Denver Laboratories

Special to THE DAILY

DENVER, Col., Jan. 31.—Max E. Youngstein, vice-president of United Artists, today dedicated the Molly and Elias Youngstein Memorial Research Laboratories honoring the memory of his parents, at the Children's Research Institute and Hospital here. Youngstein, a founder of the Institute and general chairman of the 1960 Asthma Appeal Drive, flew from Hollywood for the dedication ceremonies.

The event was attended by national

Lass, Beckham Named In NSS Appointments

The appointment of Ben Lass as St. Louis branch manager for National Screen Service was announced at the weekend by Burton E. Robbins, vice president in charge of sales. Lass succeeds the late H. A. Washburn. Lass has been NSS sales representative in the St. Louis area for the past 20 years.

At the same time Robbins made

Stellings Heads TOA Business-Building Unit

Albert M. Pickus, president of Theatre Owners of America, at the weekend completed appointments of TOA committees for his administration, with the selection of Ernest G. Stellings of Charlotte, N.C., and past president of TOA, as chairman of

Md. Allied Protests on 20th-Fox Sales Plan

Special to THE DAILY

BALTIMORE, Jan. 31.—Allied M.P.T.O. of Maryland has protested to Spyros P. Skouras, president of 20th Century-Fox, that company's distribution plan here for "Journey to the Center of the Earth" and "Story on Page One."

The exhibitor organization contends

Monty Morton Renamed Head of British Renters

From THE DAILY Bureau

LONDON, Jan. 31.—Monty Morton, managing director of United Artists in Great Britain, was unanimously re-elected president of the Kinematograph Renters' Society for the coming year.

New Orleans P-TA Hits Film Ads, CBS TV Show

Special to THE DAILY

NEW ORLEANS, Jan. 31.—The New Orleans Council of Parent-Teachers Associations adopted a resolution at their meeting here last week reaffirming their stand against "indecent advertising in the French Quarter, around movie houses in the city and in the newspapers."

Members were asked to write to CBS and to station WLTV-TV here asking both to discontinue the tv series, "Rendezvous," which they charged, promotes juvenile delinquency.

'Unreasonableness'

Union Post-'48 Demands Seen Self-Defeating

Growing Number of Units Seeking TV Cuts Is Cited

From THE DAILY Bureau

HOLLYWOOD, Jan. 31.—Industry observers here are beginning to feel that Hollywood guilds and unions themselves are rapidly demonstrating the unreasonableness, if not the unfeasibility, of production companies sharing the proceeds of post-1948 film sales to television with everyone who had anything to do with a production.

For the entry last week of IATSE and the Musicians union into the "Me, too," groups of those demanding cuts

(Continued on page 4)

House P. O. Hearings Tomorrow, Wednesday

From THE DAILY Bureau

WASHINGTON, Jan. 31.—Hearings on what the House Post Office Committee calls "the need for strengthening the self-policing programs of the movie industry and the possible establishment of such a program for the publishing industry" start Tuesday.

The first witness will be Motion Picture Association president Eric Johnston. He is booked to discuss the

(Continued on page 5)

Rowe Resigns as Ad Manager of Paramount

Gerald Rowe has resigned as advertising manager of Paramount Pictures, effective in late February. He will re-enter the advertising agency field.

Prior to joining Paramount in October, 1959, Rowe had served as associate supervisor of entertainment accounts in the Buchanan Division of Lennen and Newell advertising agency. Earlier, he was a copywriter at Donahue and Coe for two years.

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, and MARTIN MOSKOWITZ, assistant sales manager, will leave New York today for Dallas.

ROGER H. LEWIS, United Artists vice-president in charge of advertising-publicity, returned to New York at the weekend from Hollywood.

A. SCHNEIDER, president of Columbia Pictures, became a grandfather again last week with the birth of a daughter, AUDREY, to his daughter-in-law, Mrs. BERT SCHNEIDER. Father of the newcomer is assistant to the vice-president and general manager of Screen Gems.

M. J. FRANKOVICH, chairman of board of Columbia Pictures, Ltd., of Great Britain and Ireland, and vice-president of Columbia Pictures Corp., has returned to New York from the coast.

MILTON GOLDSTEIN, international sales coordinator for Cecil B. DeMille's "The Ten Commandments," returned to New York at the weekend from London and Paris.

GEORGE SCHAEFER, television producer-director, left here at the weekend for the Coast.

FRAN KROWITZ, secretary to ARNOLD M. PICKER, United Artists vice-president, has announced her engagement to SHELDON BROWN, a mathematics teacher, with nuptials to take place in June.

JULES LIVINGSTON, Columbia Pictures branch manager in Cleveland, has left there with Mrs. LIVINGSTON for a vacation in Florida.

ROBERT COHN, Columbia Pictures studio executive, has arrived in New York from Hollywood.

✓ check with.....
national screen service
for the best in SPECIAL TRAILERS

EDITORIAL

(Continued from page 1)

growth of retail store sales in the suburbs as compared to the sales in the central business districts of the major metropolitan areas. The 1954 Census of Business reveals that in 50 metropolitan areas, 44 had greater gains in retail store sales outside the central city area.

"The average increase for the central business districts was 23 per cent, whereas it was 59 per cent for the standard metropolitan areas outside the central cities, and the national increase was 32 per cent for total retail sales figures," the study reported.

Figures of this kind are potent arguments in favor of making first run motion pictures as convenient to patronize as department stores and supermarkets. In today's—and tomorrow's—living scheme, that is no longer a question of depriving the downtown first run of a customer, for those customers still will be on the downtown streets in search of entertainment.

It is a question of gaining customers who otherwise would not leave their homes at all because of the attendant inconveniences and costs of visiting downtown theatres, and for lack of interest in seeing a picture nearer by that's "not new."

This is a view that for long has been advocated by Sam Pinanski of Boston and other exhibitor leaders. They doubtless will derive much encouragement from the support which the Senate Small Business committee's informative study gives to their position.

Kramer Buys Rights To 'Nuremberg' Story

Stanley Kramer announced here at the weekend that he has purchased the film rights to "Judgment at Nuremberg," written by Abby Mann, and will begin production and direction of the picture next fall. United Artists will release the film.

The story concerns the emotional and moral problems of a small-town Vermont judge selected by the War Department to preside at the trial of the Nazi judges at Nuremberg. Mann will write the screenplay. Kramer said he plans to shoot part of the film in Nuremberg.

Louis Aneser Dies

A requiem mass for Louis Aneser, 80, father of Kenneth Aneser, assistant advertising manager of Paramount Pictures, will be held today at 10:00 A.M. at Sts. Joachim and Anne's Catholic Church in Queens Village, N.Y. Aneser, who died of a heart attack Thursday night at his home in Queens Village, is survived by his widow, Anna, and three sons in addition to Kenneth.

Fashion Consultant on Tour for 'Once More'

Miss Julie Marr will begin a 20-city tour today and cover more than 10,000 miles in a month, serving as women's consultant and fashion spokesman in behalf of Stanley Dohen's "Once More, With Feeling," a Columbia release. Miss Marr, because of her diversified background in fashions, was brought in to act as special consultant, particularly in regard to the film's exposure of the upcoming collection of gowns created by the famed Parisian designer, Givenchy.

During the 20-city tour, Miss Marr will meet with the press and visit prominent women's commentators and broadcasters. Leaving from New York, she will visit Boston, Philadelphia, Washington, D. C., Atlanta, Miami, Cincinnati, Cleveland, Detroit, Chicago, Minneapolis, Dallas, Houston, New Orleans, Kansas City, Denver, Salt Lake City, Seattle, Portland and San Francisco.

British Vet Guard Set For 'Sink' Premiere

A color guard of British war veterans will participate in the world premiere festivities of 20th Century-Fox's "Sink the Bismarck" at the Paramount Theatre here on Feb. 11.

That night there will be a parade down Broadway terminating at the theatre and including many British and American military groups. The color guard consists of those veterans living in the metropolitan area who took part in World War II. Attired in full-dress uniform, they will be preceded in the march by the Sovereign British Bagpipers Society who will provide the proper martial music for the occasion.

New NT&T Position For M. A. Lundgren

From THE DAILY Bureau

LOS ANGELES, Jan. 31—M. A. "Pete" Lundgren, chief film buyer for National Theatres and Television, Amusement Corp., has been moved into a new executive position by M. Spencer Leve, vice-president in charge of theatres.

Gordon Hewitt, who was Lundgren's assistant, will take over the chief film buying reins.

Gertz Enterprises Folds

CLEVELAND, Jan. 31.—The Jack L. Gertz Enterprises, organized more than 15 years ago by the late Jack Gertz to service both indoor and outdoor theatres with business promotion, deals has gone out of business. Since the death of Gertz about a year ago the business had been operated by Eugene Hammond. Mrs. Gertz, who had been associated in the company, moved to Chicago.

20th-Fox Plans

(Continued from page 1)

that 20th-Fox has set up a new limited run for "Journey" here be the downtown first run and the terms which heretofore have been. It charges that participation in "newly-created run is restricted very few theatres handpicked by Century-Fox," and adds, "in order to qualify for this preferential treatment the favored exhibitors must agree to pay the percentage terms demanded to run the picture for at least 30 days and to spend a specified amount for advertising."

Must Play Seven Days

With respect to "Story of a Man," the Maryland Allied premiere says, "Not only is a special being created, but in a letter addressed to all subsequent runs in the area, they are asked for their best percentage offer. The letter goes on to say the company will decide if eight theatres shall have the run they must spend an additional amount for advertising, and play the picture for seven days."

Maryland Allied terms the "discriminatory" and says it is to initiate competitive bids among all subsequent runs, regardless of their location or the degree of petition, if any, between them. It was asked if it could be assumed that "the few theatres enjoying special run will compensate for loss resulting from retarded conditions in all the other theatres."

Syros Skouras, 20th Century president, is in Europe and could be reached for comment. Home sales executives at 20th Century said they had not seen the Maryland Allied communication and could not comment on it.

State Dept. 'Welcomes' U.K. Remittance Mo

From THE DAILY Bureau

WASHINGTON, Jan. 31.—In a formal announcement, the State Department on Friday said that "the United States welcomes" the removal of restrictions on remittances of American film earnings by the United Kingdom.

Termination of the Anglo-American Film Agreement, the pact which restricted remittance of the sterling earnings of American film companies was announced in the House of Commons last Thursday by Reginald Maudling, president of the Board of Trade.

The action removes all restrictions on the transfer to the U.S.A. of film earnings from the showing of American films in the United Kingdom, and allows the uses to which the so-called "sterling balances" can be put here.

SPECIAL
DELIVERY



It takes special
high-powered showmanship
to deliver the message
that fires an audience.

Nothing launches your coming
attractions like trailers . . .
they create
'want to see'
in the people
you want to reach!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

National Pre-Selling

BRIGITTE BARDOT, who will soon be seen in Columbia's "Babette Goes to War," plays a very natural role in a pictorial article appearing in the Jan. 25 issue of "Life."

While "Life's" cameraman was photographing Brigitte with her brand new bouncing male hair weighing 7 pounds, 4 ounces, she told him that "she had predicted a boy, and could not envision any other eventuality."

"Black Orpheus," directed by Marcel Camus in Rio de Janeiro, Brazil, receives very favorable commendation from Florence Somers in the February issue of "Redbook."

This Lopert film, which won the grand prize of the Cannes Film Festival and is a candidate for an Oscar, was made under depleted financial conditions. Camus, the director, slept on the beach in Rio to save hotel bills, while this picture was being filmed. "Black Orpheus" is now in its fifth week at New York's Plaza Theatre.

"A movie to see twice: "Ben-Hur," is the headline used by Ruth Harbert in the February issue of "Good Housekeeping" for her review on MGM's new blockbuster.

According to Ruth this is a tremendous, pulsing movie experience that simply is not to be missed. While the daily New York press was lavish with its praise, in her opinion none of the praise so far has been good enough.

"Kay Kendall, co-starred with Yul Brynner in 'Once More, With Feeling,' was one of our most wonderful comediennees," reports Richard Marek who reviewed this new Columbia film for the February issue of "McCall's." Dick feels that it is Kay's picture and she makes the most of it. She is enchanting as a woman in love, bewitching as a temptress, delightful as a woman scorned.

The "Sunday" Magazine has a network of 34 locally edited rotogravure magazines, which are published in 29 key cities. In the Jan. 17 issue they publicized three current releases.

"The St. Louis Post Dispatch" ran a pictorial and text spread on U.A.'s "On the Beach."

The Springfield Massachusetts Republican had a full color front cover on "Ben-Hur," and "The Pittsburgh Press" has a two page spread in brilliant colors on this new MGM blockbuster.

While "The Buffalo-Courier Express" ran a two page photo story on Allied Artists' "Purple Gang."

"Ben-Hur" conceived on a scale that astounds the imagination has been selected the picture of the month for January by "Seventeen."

WALTER HAAS

Demands Seen Self Defeating Thousands of Jobs

'In Balance': Boren

(Continued from page 1)

of the tv financial pie added much to what many already regarded as a ridiculous situation — that of actors, writers, directors and others so well paid originally that the term "Hollywood salaries" became one of ridicule in the business world, demanding additional compensation years later.

In the instance of most guilds and unions, too, no apparent distinction is being made between pictures that earned a profit and those which never returned their negative cost, as all are lumped together in the cut-in demands.

One production company that leased 315 of its pre-1948 films to tv, noted that 75 of that number had not recouped their negative cost. Some of that showed losses up to \$2,000,000.

Would Recoup \$50,000 per Film

The producer, the only one to take the gamble originally, stood to get back \$50,000 per picture of his loss by a sale to tv. In the post-'48 scramble now going on, every guild and union—the only ones to come out ahead on such pictures originally, now wants a cut of the producer's \$50,000 "windfall," which perhaps he had hoped to apply to the losses of many of his pictures.

What he would have left out of the \$50,000 after paying off everyone a second time would almost certainly make it less than worthwhile for him to make a sale and, yet, he might be urgently in need of doing so as a means of continuing production and thereby providing employment to guild and union members in the making of new pictures. One suggestion being heard is that producers should demand downsealed compensation for all who worked on financially unsuccessful pictures.

And, of course, despite all the

strikes and threats of strikes at the studios here, not one of the major companies involved has hinted that it is in any hurry whatever to sell its post-'48 libraries.

The Screen Actors Guild contract with the major studios expires at midnight tonight. SAG now is in process of polling its members on strike authorization, a procedure that is expected to be in progress until late February.

SWG Still on Strike

Meanwhile, Screen Writers Guild continues on strike and the Screen Directors Guild contract expires April 3. IATSE contracts have another year to run but can be reopened in the event a participation in pay tv revenue is given to any other union or guild by the companies.

Lancaster Signs With WGA; Lifts 9 Firms from Strike List

HOLLYWOOD, Jan. 31—Burt Lancaster's signing of a contract with the Writers Guild of America brings to 29 the total of independent companies that have signed with the Guild.

Lancaster's signing removes from WGA's strike list nine companies operated wholly under the Lancaster banner or in which Lancaster shares interest with Harold Hecht and James Hill.

Among those independent producers and companies already signed with the Guild are the Mirisch Company, Harold Hecht Productions, Stanley Kramer Productions, Sol Lesser Productions, Marlon Brando's Pennebaker Productions, Seven Arts Productions and Edward Small Productions, according to a report by the Guild.

Youngstein Dedicates

(Continued from page 1)

and civic leaders from Colorado, New York, and other parts of the United States. Among those present from New York were Maurice Austin, chairman, and Herbert L. Golden, treasurer of the East Coast executive council of the Institute.

The Youngstein Memorial Research Laboratories will play a vital role in the Institute's unrelenting fight to find the causes and cures for asthma and other allergic diseases afflicting the nation's youth.

N. Y. Olympic Group To Sponsor 'Can-Can'

The New York Olympic Committee will sponsor the first of a series of performances for the world premiere of "Can-Can" in Todd-AO at the Rivoli Theatre on the evening of March 9.

Revenue from the sale of tickets to the performance will help defray the cost of training and transporting United States teams to the summer Olympic games in Rome.

Stellings Heads

(Continued from page 1)

TOA's business building committee. He named, to serve with Stellings, the following exhibitors, all of whom are experienced in the theatre advertising, publicity and exploitation fields: Harry Greene of Welworth Theatres of Minneapolis; David Jones of Kerasotes Theatres of Springfield, Ill.; Seymour L. Morris of Schine Theatres; Edward Seguin of Balaban and Katz Theatres of Chicago; Robert W. Selig, president of Fox Inter-Mountain Theatres of Denver; Sonny Shepherd of Wometco Enterprises of Miami; and M. B. Smith of Commonwealth Theatres of Kansas City, Mo.

Stellings' first act as committee chairman, was to poll his committee for their suggestions for a program to aid ticket selling and merchandising. Stellings is president of Stewart and Everett Theatre circuit.

Sarong, Inc., to S.W.

Stanley Warner Corp., through its International Latex division, has acquired for cash, Sarong, Inc., manufacturer of girdles and bras.

By SAMUEL D. BERNIS

HOLLYWOOD, Jan. 31—The demands by members of motion picture guilds for additional payments for films released for television use "unreasonable and unrealistic," according to a statement issued late today by Charles S. Boren, executive vice-president of the Association of Motion Picture Producers on behalf of the studios.

Boren's statement was issued with the intent to clarify the situation which the major companies find themselves in relation to the Screen Actors Guild. Boren revealed this to be only vital point in question with relation to the SAG's 46 proposals which it presented originally to the producers, and called attention to AMPPP's willingness to discuss a sion and welfare fund.

Boren's statement emphasized fact that the guild members are manding to be "paid twice for job."

"If all the demands are met" Boren, "the total outlay would be prohibitive and would preclude producers from licensing or selling theatrical films to television.

"Of vital importance is the fact that, should Hollywood production appear from the open world market as a result of a strike, the way would thus be made clear for films from other countries to capture the services of the world. The future of thousands of employees here are in the balance."

'Gazebo' Big at Roxy

Metro-Goldwyn-Mayer's "The Gazebo" completed its second week at the Roxy Theatre here with a gross of more than \$42,000, it was reported at the weekend. The figure was \$4,000 less than the first week's business.

SEC Approves EMI

WASHINGTON, Jan. 29—The Securities and Exchange Commission granted unlisted trading privileges to the Philadelphia-Baltimore stock exchange to the American shares of Electric & Musical Industries, Ltd.

Heavy Florida Grosses Reported for 'Tyler'

Record-breaking first week gross on Walt Disney's "Toby Tyler," has been reported from the six key Florida cities playing the Buena Vista release. Box-office receipts from Jacksonville, Sarasota, Clearwater, St. Petersburg, Lakeland and Tampa have totaled \$47,789. These grosses have exceeded anything in the company's history that territory, it was pointed out.

On its mid-week opening day at three Virginia cities, Norfolk, Newport News and Portsmouth, the picture grossed \$1,253, which is a little above the 10% figure for the Florida area.

O. Hearings

(Continued from page 1)

ry's self-policing program in gaining a voluntary system of regulation.

accompanying Johnston will be the director of the Production Code Administration, Geoffrey M. Shurlock; director of the Advertising Code Administration, Gordon S. White; and A's director of community relations, Margaret Twyman.

Feb. 3, witnesses scheduled to appear before the Congressional group, is under the chairmanship of Lynn E. Granahan (D., Pa.), are F. Myers, who will represent the States, and Richard Brandt, representing the independent Film Producers and Distributors of America.

Other witnesses will be from the radio and magazine publishing industries.

Granahan postal operations committee has sought jurisdiction over movies' morals, stating that it received many complaints about content sent directly through the mail and appearing in newspapers sent through the mail, as well as general complaints with regard to the content of certain motion pictures themselves. These complaints, the committee asserts, "evidence widespread concern with this serious and long standing problem."

Foreign Films Seen Target

In spite of the self-evident prejudicial regulations that are apparent when industry is called upon to explain itself before a Congressional committee, it is believed that the group will aim its biggest guns at foreign, rather than domestic, product. It is clear that there is some feeling for renewed effort at industry self-regulation is needed. The objective—temporarily, at least—is to try to encourage industry self-regulation so as to minimize the dangers of eventual of regulation.

The committee is certainly aware that most pictures shown in this country are subject to code regulation, as well as their advertising. The application of the codes to foreign pictures is, however, bound to be much on the agenda of the committee.

Beckham and Beckham

(Continued from page 1)

In the appointment of Gene Beckham as sales representative for the St. Louis area. After serving for ten years in the St. Louis area, Beckham will spend a year at National Screen's Philadelphia branch.

Rights to Japanese Film

George Roth, president of Bentley Sales, Inc., announced here at the end of his company has acquired American distribution rights to "Angry D," a new Japanese film in Cinecolor and Eastman Color depicting the addition of barbaric slavery untried by the Japanese press within the last decade. The picture will be premiered here shortly.

Levin Welcomes TOA Appointment

Special to THE DAILY

SAN FRANCISCO, Jan. 31—Advised by Theatre Owners of America president Albert M. Pickus that he had been named chairman of the foreign film committee, Irving M. Levin on Friday told MOTION PICTURE DAILY he was "pleased and gratified to be appointed head of an obviously important group in TOA affairs."

Levin, founder of the San Francisco International Film Festival, president of the Northern California Theatres Association and regional director of San Francisco Theatres, Inc., said:

"This committee has and will continue to emphasize the correct place of foreign films in our exhibitor scheme of things. At one time, a film from Europe, to have 500 playdates in our country was a wild fluke; now more than 3,000 playdates is not uncommon—and they are not necessarily Brigitte Bardot pictures.

"Another example of the changing trend is emphatically illustrated by the number of pictures made abroad by companies in their native lands and subsequently premiered here in the United States through major distributing firms. The language may differ. But language is no longer a barrier because there is always the satisfaction in pictures that move with box-office appeal whether from London, Paris, Moscow, Tokyo or wherever.

"We expect (the committee) to bring all film into focus."

Barbara Hines to Tour For Columbia 'Lady'

Barbara Hines, the "who" of "Who Was That Lady?," an Ansark-George Sidney Production for Columbia release, will leave a printed calling card at all points of her 14-city cross-country personal appearance tour in behalf of the hilarious film. The printed calling card presents Miss Hines' name, derriere and title—the "who" of "Who Was That Lady?"

In the tour Miss Hines will visit San Francisco, Denver, Minneapolis, Milwaukee, Chicago, Detroit, Cleveland, Cincinnati, Pittsburgh, New York, Atlanta, New Orleans, Houston and Dallas.

'Havana' Breaks All-time Record at 2 Theatres

Carol Reed's "Our Man in Havana," a Columbia Pictures release, has smashed the all-time house records at both the Forum and Trans-Lux 52nd St. Theatres in its dual American premiere engagement here.

After shattering the non-holiday opening day records at both houses on Wednesday, the film established new marks at the boxoffice on Thursday. It grossed \$4,186 at the Trans-Lux 52nd St. on Thursday, for a two-day total of \$8,050. The Forum registered \$4,156 in its second day for a two-day total of \$7,908.

REVIEW

Guns of the Timberland

Jaguar Prod.—Warner Bros.

HOLLYWOOD, Jan. 31

Alan Ladd, Jeanne Crain and Gilbert Roland are the stars of this outdoor drama. Filmed in Technicolor, perhaps its main asset, the story taken from the novel by Louis L'Amour, concerns itself with the opposition set up by a group of ranchers against a crew of loggers who strip a mountainside of its trees and thereby ruin the watershed needed to raise cattle.

The film introduces the popular recording artist, Frankie Avalon, in the role of a ranch hand, and affords him an opportunity to sing two of the three songs featured. The star's daughter, Alana Ladd, is also featured in the film, playing a young romantic lead opposite Avalon.

Producer Aaron Spelling's screenplay, which he wrote with Joseph Petracea, appears dated in dialogue and concept, and likewise matched by Robert D. Webb's direction. Action is obtained from felling and dynamiting trees, a free-for-all between ranchers and loggers, and a fight between Ladd and Gilbert Roland, his partner on a contract to deliver logs contracted for by a railroad.

Ladd is attracted to Miss Crain, owner of a ranch through which he tries to run an easement, after a group of ranchers blow up the road blocking his log delivery route. Miss Crain's stubbornness in cooperating with Ladd, and her explanation of what might happen if he strips the mountainside causes him to give up his mission. Roland prefers to fulfill the contract at gunpoint, but dies after a gun duel with Ladd, in the forest fire.

Running time, 91 minutes. General classification. Release in March, 1960.

SAMUEL D. BERNIS

MPRC to Follow Film From Station to Receiver

From THE DAILY Bureau

HOLLYWOOD, Jan. 31—The Motion Picture Research Council will hold a demonstration tomorrow morning at its headquarters here on what happens to a television film from the station to the home receiver. Advance report on the findings indicate photography can improve the present limitations on quality in reception.

ASCAP Aids Symphonies

Ten major symphony orchestras have been awarded grants of \$500 each by the American Society of Composers, Authors and Publishers, it has been announced by Stanley Adams, ASCAP president.

The grants go to the following orchestras: Dallas Symphony Orchestra, Detroit Symphony Orchestra, The Cleveland Orchestra, Symphony Society of San Antonio, Boston Symphony Orchestra, St. Louis Symphony Society, Denver Symphony Society, Buffalo Philharmonic Orchestra Society, Inc., Cincinnati Symphony Orchestra and Kansas City Philharmonic.

Three New 'Eyewitness' Programs on Eisenhower

Three new "Eyewitness to History" programs reporting President and Mrs. Eisenhower's visit to South America will be presented on the CBS Television Network under the continuing sponsorship of the Firestone Tire & Rubber Company, it was announced jointly by Raymond C. Firestone, president of the Firestone Tire & Rubber Company, and William H. Hyland, CBS Television Network vice-president of sales administration.

The three half-hour "Eyewitness to History" programs will be presented on the CBS Television Network in prime evening time periods on Wednesday, Feb. 24 (7:30-8:00 P.M., EST), Friday, Feb. 26 (10:30-11:00 P.M., EST) and Saturday, March 5 (10:30-11:00 P.M., EST).

Howard Smith Anchor Man

CBS News Washington correspondent Howard K. Smith will be anchor man for the "Eyewitness to History" programs. Accompanying the President and Mrs. Eisenhower on their journey to Brazil, Argentina, Chile and Uruguay and reporting the highlights on-the-spot will be CBS news correspondents Richard C. Hottelet, Daniel Schorr, Richard Kallsen and Robert Pierpoint (White House correspondent).

WNTA-TV Elects Klein Executive Vice-Pres.

Malcolm C. Klein has been elected executive vice-president and general manager of NTA Television Broadcasting Corp., owners and operators of WNTA-TV in the New York City metropolitan area, Ely A. Landau, chairman of the board of National Telefilm Associates, announced at the weekend. Klein joined WNTA-TV in 1958 as vice-president in charge of WNTA-TV.

Prominent in Field 12 Years

Klein has been active in the television field for the past 12 years. He came to the NTA organization following six years' association with KABC-TV in Los Angeles, where he was assistant general sales manager from 1956 to 1958. Before that, he was an account executive.

To Salute Martin Block On 25th Anniversary

WABC-TV's early morning show "Joe Franklin's Memory Lane" will offer a special tribute to disc jockey Martin Block of radio station WABC on his 25th anniversary in radio. The special tribute will be rendered on Channel 7 Wednesday, 10-11 A.M.

As part of the salute, a "memorabilia" will be set up by Block where he will show various souvenirs given to him by stars of the past and present. These souvenirs will be auctioned off by Block on WABC radio on that day. All proceeds received from the auction, will be donated to the 1960 Heart Fund.

NOTHING
BUT
MONEY
MONEY
MONEY



IN
WALT DISNEY'S

Toby Tyler

or 10 WEEKS WITH A CIRCUS

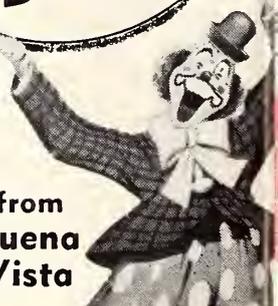
**BIGGER
THAN
"SHAGGY
DOG"!**

SMASHING RECORDS ALL OVER FLORIDA!

SARASOTA • TAMPA • ST. PETERSBURG • JACKSONVILLE • CLEARWATER
LAKELAND • BRADENTON • GAINESVILLE • FT. MYERS • PALATKA
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...AND READY TO BUST OUT ALL OVER THE COUNTRY!

from
Buena
Vista



All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



L. 87, NO. 22

NEW YORK, U.S.A., TUESDAY, FEBRUARY 2, 1960

TEN CENTS

Screening Held

N.Y. Education Leads to Aid Worthy Films

Flick Favors Good
As Being Given Support

Special to THE DAILY

ALBANY, N. Y., Feb. 1.—A prac-
was begun here the past weekend
ch could lead to active commen-
on of specific films by officials of
State Education Department, of
ch the film censorship division is
art, rather than their condemna-
or indifference.

delegation of Education Depart-
ment officials headed by Dr. Hugh M.
K. former director of the Motion
Picture Division and currently execu-
tive assistant to State Education Com-
(Continued on page 5)

Gould Appointed Para- mount Advertising Manager

Joseph Gould has resigned as ad-
vertising manager of United Artists
to take over that post at Paramount



Joseph Gould

Pictures, it was
announced yes-
terday by Jer-
ome Pickman,
Paramount
vice - president
in charge of ad-
vertising, pub-
licity, and ex-
ploitation.
Gould held the
U.S. post for
four years. His
new appoint-
ment is effec-
tive Feb. 22.

In his new position Gould will work
(Continued on page 5)

TELEVISION TODAY—page 4

**FLASH! . . . COLUMBIA'S
"OUR MAN IN HAVANA"
IN ITS FIRST WEEK AT
THE FORUM THEATRE
AND TRANS-LUX 52nd ST.
THEATRE N. Y. SHATTERED
EVERY BOX OFFICE RECORD
AT BOTH THEATRES BY 27% !**

(Adv.)

Continental Launches Four-Month Sales Drive

Continental Distributing, Inc., yes-
terday launched a four-month district
manager's sales drive to run through
May 31, with \$10,000 in prizes to be
awarded. Carl Peppercorn, vice-presi-
dent and general sales manager, said
prizes for the drive will be determined
in three categories: features, short sub-
jects and special incentives for indi-
(Continued on page 5)

Goldenson Warns on TV 'Straitjacket' Controls

From THE DAILY Bureau

WASHINGTON, Feb. 1. — Urging
upon the Federal Communications
Commission a "course of conduct
which would be both restrained and
wise," Leonard H. Goldenson, presi-
dent of American Broadcasting-Para-
mount Theatres, Inc., today cautioned
(Continued on page 4)

REVIEW:

Sink The Bismarck!

Brabourne - 20th Century-Fox—CinemaScope

IN THE SPRING of 1941 the most powerful warship afloat was the Bis-
marck, lioness of Hitler's Navy and as dreaded, destructive and de-
moralizing a vessel ever to break water. Her enormous guns terrorized
British craft in the North Atlantic and sank hundreds of thousands of
tons of Allied shipping. She steamed about the sea lanes practically at
(Continued on page 4)

Answers Boren

SAG, AMPP 'Miles Apart,' Says Dales

Urges No-Films-to-TV
As Solution of Dispute

By SAMUEL D. BERNIS

HOLLYWOOD, Feb. 1. — The
Screen Actors Guild and the Associa-
tion of Motion Picture Producers are
"miles apart" on several vital issues,
in addition to the matter of pay-
ment for post-1948 films used on tele-
vision.

Emphasizing this view, John L.
Dales, national secretary of the Screen
Actors Guild, replied to Charles S.
Boren, executive vice-president of the
AMPP, who on Friday stated that the
question of payment for TV films was
the only serious stumbling block pre-
venting the closing of a new contract
between the two organizations.

Dales, in a statement issued today
declared:

"If only the producers would nego-
(Continued on page 5)

Skouras Lists 12 Films For Family Audiences

Names of the 12 pictures 20th Cen-
tury-Fox will release at the rate of
one each month during 1960 especially
geared for family audiences were an-
nounced yesterday by Spyros P. Skou-
ras, president. Skouras disclosed plans
for the stress on family entertainment
(Continued on page 2)

RKO First to Pledge 'Oscar' Show Support

The first official pledge of theatre
support for the promotion of the 1960
Academy Awards telecast was re-
ceived yesterday by Compo for the
75 theatres of the RKO Circuit. The
(Continued on page 4)

Pathé

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Complete facilities for every film
need in black and white or color



PERSONAL MENTION

SIDNEY DENEAU, Paramount vice-president, and **EDWARD CHUMLEY**, U.S. and Canadian sales manager for Cecil B. DeMille's "The Ten Commandments," have arrived in Dallas from New York.

IRVING RUBINE, president of Highroad Productions, left here yesterday for London enroute to Athens, Greece, to set up a location unit for "The Gims of Navarone."

DAVID POLERI, tenor, has returned to the Coast following his appearance in "Cavalleria Rusticana" over NBC-TV.

MAX FELLERMAN returned to New York over the weekend from the Coast.

DIMITRI TIONKIN, composer, who will write the music for Warner Brothers' forthcoming "The Sundowners," will arrive in London this week from New York.

LILLIE PERRY, of Bentley Films, Inc., and **DICK PERRY**, of Principal Film Exchange, last Saturday celebrated the Bar Mitzvah of their grandson, **STEPHEN H. PERRY**.

SDG '61 Award Dinners Slated in N. Y. and L. A.

From THE DAILY Bureau

HOLLYWOOD, Feb. 1. — The Screen Directors Guild board has set a record budget of \$317,841 with \$241,420 of this amount earmarked for operation of national headquarters here, it was announced by SDG president Frank Capra following the board meeting Saturday night. The directorate decided that concurrent award dinners be held here and in New York in 1961 joined by closed-circuit TV.

The Eastern board of DCA was directed to seek a screening room for films nominated for directorial achievement to be shown to Eastern members. Eastern members are currently looking for a new location.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRANK SINATRA • GINA LOLLOBRIGIDA
in A CANTERBURY PRODUCTION
"NEVER SO FEW"
An M-G-M Release
In CinemaScope And METROCOLOR
and GALA NEW STAGE SPECTACLE "LET'S GO PLACES"



CITED FOR SERVICE to Will Rogers Hospital: **A. Montague** (center), Hospital president, presents the award for exceptional service to the hospital to **IATSE New York Local 306** represented by **Ernest Lang**, executive secretary. At right is **Richard F. Walsh**, IATSE International president. Two projectionists locals are cited annually for their "scrap-n-drippings drive" to raise funds for the Hospital through collecting and selling for salvage the copper drippings from projector lamphouses. The New York local won the award for the largest total and the other, for the best production per member, went to Local 748, Dixon, Ill.

Myrick Names 5 Allied Regional V-Presidents To Fight Taunton, Mass. Censorship in Courts

From THE DAILY Bureau

WASHINGTON, Feb. 1.—Five regional vice-presidents of Allied States have been appointed by **Al Myrick**, president. They are:

Sigmund Goldberg, former president of Allied T.O. of Wisconsin, appointed for the territory covering Wisconsin, Minnesota and the Dakotas, Iowa and Eastern Nebraska; **Richard Lochry**, president of A.T.O. of Indiana, for the territory including Indiana, Kentucky, West Virginia, Mid-South, Gulf States and Texas; **Neil Beezley**, president of Rocky Mt. Allied, for the territory comprising Colorado, Wyoming, Oklahoma and Western Nebraska; **Milton London**, president of Michigan Allied, for the territory comprising Michigan, Illinois, Ohio and Western Pennsylvania, and **Jack Whittle**, executive director of Maryland Allied, for the Eastern part of the U.S.

Pepsi-Cola Dedicates New Headquarters Here

The Pepsi-Cola Company dedicated its new \$7,799,000 world headquarters here yesterday morning. In brief ceremonies at 500 Park Avenue location, **Lynda Lee Mead**, of Natchez, Miss., "Miss America" of 1960, representing the American public, pushed the button which flooded with light a huge symbol of the company's spectacular 10-year growth.

Deputy Mayor **Paul O'Keefe**, of New York City, along with **Herbert L. Barnett**, president, and **Emmett R. O'Connell**, executive vice-president of Pepsi-Cola, also participated in the opening ceremonies.

Special to THE DAILY

TAUNTON, Mass., Feb. 1. — New censorship action of Mayor **Bernard F. Cleary**, who took on the duties of censor when he became mayor on Jan. 1, have spurred local exhibitors to seek redress in the courts, it was learned today.

In his latest move the mayor asked **B & O Associates**, owners of the Strand Theatre, to place a "for adults only" sign outside the house while showing MGM's "Girl's Town" and to do the same for Warner's "The Bramble Bush" when it opens Wednesday. This follows the request of the mayor early last month that the Strand not play the **Brigitte Bardot** film, "A Woman Like Satan" at all.

Weekday Jurisdiction Doubted

Officials of the circuit maintained today that, while the mayor can issue licenses for Sunday entertainment, he has no jurisdiction over weekdays. Therefore, they said, they will follow the proscription against allowing those under 21 years to attend for the two pictures involved on Sundays only.

The circuit is planning to fight the mayoral pre-censorship requests as an abuse of the ruling of the Supreme Court of Massachusetts, it is understood.

Austin Services Today

TULSA, Okla., Feb. 1. — Services will be held at Trinity Episcopal Church here tomorrow for **Harry L. Austin**, 71, who died here on Sunday. The deceased was the father of **Emery Austin**, of the M-G-M home office publicity department, who is here from New York for the funeral.

Skouras List

(Continued from page 1)

at the company sales meeting last month.

"Our schedule," Skouras said, "confirms our stated intention to maintain the leadership we have in present kind of entertainment."

Now in release for January is "Journey to the Center of the Earth." February will have "Sink the Mark." Set for March is "Dog Flanders," and April "Masters of Congo Jungle." May will bring "Bikinis," June, "Story of Ruth," July, "High Time." August will feature Irwin Allen's production of "The World" by Jules Verne in release.

Presley Film Included

Other family appeal attractions of the year which have not as yet been assigned a specific release date: "Solo," with **Elvis Presley**; "Heels," a **Jerry Wald** production; "State Fair," to be produced by **Charles Brackett**, another original comedy by **Noonan** and **Marshall**, laugh team, who starred in "Rookie," and others.

George Bowser Dead Coast Rites Tomorrow

From THE DAILY Bureau

LOS ANGELES, Feb. 1.—Funeral services for **George Bowser**, 67, tired general manager of Fox V Coast Theatres, who died Saturday night in Santa Barbara at the Cotuit Hospital after a long illness, will be held at 10 A.M. Wednesday at **Sophia's Greek Orthodox Cathedral** with interment following in **Inwood Park Cemetery**.

Bowser started his career with Skouras brothers as a doorman in **Louis**. He came to **Los Angeles** in 1932 when **Spyros** and **Charles Skouras** took over management of **National Theatres Amusement Company**, moving up to general manager of **PWC** and vice-president of **National Theatres**, retiring in 1955.

Bowser was also a past chief ball of **Variety Club Tent No. 25**.

Services Held for Green Detroit Theatre Ad He

Special to THE DAILY

DETROIT, Feb. 1.—Services were held at the **Kaufman Funeral Home** here today for **William H. Green**, advertising-publicity director for **Carmax's Detroit showcase**, the **M. Hall**. Green died at the **Henry Ford Hospital** on Friday, where he has been since Dec. 24.

Green had held advertising publicity posts with **Pollack Brothers Circus**, **Music Corp. of America** and the **Toledo Sports Arena** before joining **Cinerama** in 1953. He was president of the **Michigan Showmen's Ass'n**.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fein, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau; Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies,

Following "GOLIATH"
American International
presents another
boxoffice "GIANT"*

*
LOS ANGELES ROAD SHOW
TEST RUN **300%**

**SPECTACULAR
ADVENTURE
BEYOND TIME
AND SPACE...**
AS THE STARTLING NEW
SCREEN PROCESS

cinemagic

TAKES YOU ON MAN'S
FIRST VISIT TO **THE**
ANGRY
RED
PLANET

IN COLOR

Starring **Gerald Mohr • Nora Hayden • Les Tremayne • Jack Kruschen** • Directed by **Ib Melchior**
Produced by **Sid Pink and Norman Maurer** • Screenplay by **Sid Pink and Ib Melchior** • A Sino Production • AN AMERICAN-INTERNATIONAL PICTURE

Television Today

'Straitjacket' Better Home TV Viewing

(Continued from page 1)

that "unwise and precipitous action . . . whether in the form of legislation or regulation or even in the form of pressure too heavily applied," could result in placing the television industry "in a straitjacket."

Goldenson said the broadcasting industry had "reacted with vigor and speed" to the recent quiz scandal, and had taken action which he felt "will prove sufficient to protect the public from the recurrence of the quiz deception."

He also noted that the emergence of ABC as a third major television network had greatly widened the areas of program choice for the public, helping "to create balance in the totality of three-network service," and warned: "we must avoid any controls which might cripple or retard" television's "growth and its ability to experiment, to be daring, to be vigorous and to enter into new fields that are the appropriate causes of conduct for so young and so new a vital force."

Oliver Treyz, ABC Television president, also appeared at this concluding session of the FCC's current hearings. He traced ABC's progress from the time of the merger in 1953 with United Paramount Theatres, and pointed out that whereas advertisers then had bought time periods on ABC in which to place their own programs, today ABC's concept is "program first and sell second," with the network controlling its own programming "without delegation of our responsibility to others."

Doerfer to Issue Report

In concluding hearings on "payola" and other problems of the radio-TV industry FCC Chairman Doerfer promised that a report would be ready for Congress "no later than the middle of March." He stated that the record would be kept open for further written statements.

In the course of the hearings, more than 80 witnesses appeared before the FCC. The commission is scheduled to meet this week and start preparing its report.

It is understood that the FCC is split on the question of urging Congress to enact new laws giving it broader powers of control over program content

Object of New Device

From THE DAILY Bureau

HOLLYWOOD, Feb. 1. — The Motion Picture Research Council is developing an instrument which will be helpful to photographers in achieving light factors which will improve home viewing of television films, it was announced by Edward P. Ancona, Jr., MPRC engineer, following a press demonstration of quality loss in transmission.

Ancona placed the blame on set manufacturers for failure to include equipment which would enable receivers to feature "high fidelity" of picture. "Color receiving sets do not have this problem," he pointed out.

Application of the new techniques in achieving better reception is purely for films made only for television. Films made for theatrical release will not need to be concerned with this problem, he added.

'Oscar' TV Show

(Continued from page 1)

pledge was sent by Harry Mandel, vice-president in charge of theatre operations of RKO Theatres, to Charles E. McCarthy, Compo information director. McCarthy said he expects that total pledges will more than double the 3,000 participating theatres last year.

Mandel's pledge, which included the order for an Academy Awards publicity and promotion kit for each of the circuit's theatres, was received in advance of the distribution of the Academy Awards pressbook which will soon be sent to all exhibitors in the United States and Canada.

It was also announced yesterday that the Canadian Broadcasting Corporation has agreed to cancel its 11:00 P.M. newsprogram on April 4 for the first time in history in order to carry the Academy Awards television program without interruptions. The CBC network, which serves all of Canada, carried only a portion of the "Oscar" show last year.

Nominees Chosen for Foreign Press Awards

From THE DAILY Bureau

HOLLYWOOD, Feb. 1. — Sixty-seven nominees for the Golden Globe Awards, sponsored annually by the Hollywood Foreign Press Association, were made public tonight at a press conference sponsored by the organization in the grand ballroom of the Ambassador Hotel. Formal presentation to winners will be made at the annual Golden Globe Banquet in the Coconut Grove of the Ambassador on March 10.

In addition, the association yearly sponsors the Cecil B. DeMille Award, World Favorite Actor and Actress Awards, and awards for the best TV performances, direction and shows.

Sink The Bismarck!

CONTINUED FROM PAGE 1

will and seemed invulnerable to sustained attack from the enemy. Finlayson personally gave the order: "I don't care how you do it—Sink the Bismarck!" The accomplishment of this mission—nearly impossible in concept—is recorded sternly and with clean-cut, systematic precision by director Lewis Gilbert who, from C. S. Forester's book "The Bismarck" drew effective tools, the story of a war within a war.

John Brabourne's production is two-fold in design. It attempts to show the chase, entrapment and destruction of the German battleship, also the meticulous direction of the project from the Admiralty Office in London, where a naval team working round-the-clock for 24 hours without rest calls the shots for the pursuing British vessels. Major control on the policy-making wheel is Kenneth More, a grim, self-propelled officer whose ship recently has been blown out from under him by the same German fleet commander now serving aboard the Bismarck. More has the war in the air been kinder to More; his wife was killed during a raid over their London home. Dana Wynter's is the only feminine performance of note. She plays a helpful and warm-looking "Wren" who brings More his tea but refuses to be frozen by his polar ice temperament.

More's decisions are risky and some of them seem ruthless. He sends his panthers into the Bismarck chase but at first the hunt produces a disaster for the British. One of their ships is blown up horribly—it blows up quick as a matchbox and sinks in just a few seconds—and another is battered off the trail. From Gibraltar, one of His Majesty's aircraft carriers is chosen to be the next mouse to stalk the cat. Aboard this ship is More's son, whose plane is reported missing following a torpedo attack over the Bismarck. News of the boy's rescue later in the film softens his father a little.

THE BISMARCK is sighted again, and there is time for one last crack at her before she will have air and submarine support. She is struck in the rudder by a torpedo which cuts her pace to a crawl, allowing the British to close the ring round her. The Bismarck is blasted again and again, killing her officers, trapping her drowning crew below decks and burning to death those topside. The Bismarck, a symbol of the enemy at his costliest, perishes, a job well done though it cost thousands of British lives.

The cameras are keyed to the bridges of the British ships and of the Bismarck. The German fleet commander, last seen on the fringe of lunacy, is more or less a run-of-the-mill cinema Nazi. The British understandably are a wistful lot, hoping and damning and clenching their teeth and fighting back tears as one after another of their ships go down. Characters in "Sink the Bismarck!" are fictitious, not that it matters much, because the battle is the thing and the picture deals in terms of lives by the thousands and the critical tide of the whole war at sea.

Mild romantic overtones which Edmond H. North has spliced into the screenplay are unnecessary. Edward R. Murrow, who was a London radio correspondent during that baleful spring of 1941, is seen in spirit reporting to his American listeners news of the Bismarck's conquest. Without once saying so, "Sink the Bismarck!" is a worthy anti-war picture because, most of the time, the vast, incisive picture it paints is tempered by nothing save fear and regret.

Running time, 97 minutes. General classification. Release, in February.

SAUL OSTROW

'Havana' Tiein Planned 'Bush' Here Feb. 24

Columbia Pictures and Cubana Airlines yesterday announced arrangement of a national tiein centered around Carol Reed's "Our Man in Havana." Cubana is offering six grand prizes of a full week in Havana for two, with all expenses paid.

Columbia will run "Our Man in Havana" contests cross-plugging the airline and the film, with local winners in key markets making the vacation trip. One-sheet lobby posters will present details of the contests.

"The Bramble Bush," Warner Bros. release will open at RKO and other theatres throughout the New York metropolitan area on February 24, following an engagement at the Theatre in Brooklyn.

EAST COAST PRODUCTION EDITORIAL AND TECHNICAL SERVICES
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NEW YORK 630 Ninth Avenue

Allied Waits on National Board Meet

Special to THE DAILY
CLEVELAND, Feb. 1. — Future action by the Independent Theatre Owners of Ohio as regards its relationship with National Allied will probably be determined at the next national Allied board meeting, although the withdrawal of several independent units was reportedly discussed at the recent ITO board meeting and it is known to favor New England's policies, the Ohio unit will continue to function as a National Independent unit, making no immediate decision as to possible future plans, according to reliable information. New England and Allied withdrew from the national organization recently.

N.Y. Education

(Continued from page 1)
 Governor James E. Allen, Jr., attended a preview of "Masters of the Congo" in the 20th Century-Fox screening room here, and at its conclusion participated in a discussion of the after-Easter release. This was the first time that such a preview had trekked to Film Row for review, but will not be the last. Gene Carignan, of the Fox branch here, who had invited Dr. Flick and requested he bring along other educators, talked with the former chief censor about a series of presentations, in what Flick called a "seminar" with rotating viewers from the department. Dr. Flick stressed the "responsibility" of educators to encourage the production of worthwhile films and to encourage the showing of others. He thought they, as a group, do not see enough product "in this vital and important medium" before or during their run engagements; and believes cooperation with the curriculum is possible at times. "Just as education can be good entertainment," commented Dr. Flick, "good entertainment can be beneficial education." He spoke of motion pictures which "lend breath and meaning to increase the general store of knowledge, and provide interesting, profitable entertainment."

Could Be Appointed

(Continued from page 1)
 Under the direction of Martin Davis, national advertising, publicity, and excitation manager. Gould previously held key advertising jobs with 20th Century-Fox and Universal-International before joining U.A.

Kreisler to London

J. B. Kreisler, president of International Film Associates Corp., will leave by plane tomorrow for London, where he will confer with Sidney Weinstein, head of the Grenada TV Network, Ltd., on plans for the show on British television of 15 independently produced American features.

Several Unresolved Issues, Dales Tells Boren

(Continued from page 1)

tiate at the bargaining table as much as they talk between bargaining sessions, the Screen Actors Guild and the AMPP already would have reached an agreement.

"Since August 1, 1949, relying on the well-known 'stop-gap' clause in the producer-guild basic agreement, neither the guild nor its members have figured into their theatrical salaries any compensation for commercially-sponsored showings of their pictures on television, nor for double-exposure of the actors in two mediums.

"If major producers are really worrying about actors being 'paid twice,' the guild here and now offers to withdraw its money proposals for televi-

sion showings of theatrical features if the producers promise to keep these pictures off television.

"Strangely, these same producers some years ago readily agreed to make additional payments to actors for the theatrical showings of TV pictures and that contract is in full force and effect today.

"The producers say they need the money, but by putting these pictures on television, they are killing the very theatrical markets, on which they primarily must rely. If any one doubts this, let him ask any theatre exhibitor.

"The guild already has collected from producers for actors almost \$1,500,000 for post-'48 pictures sold to television and the guild has firm

legal contracts with more than 400 independent producers providing a set formula for reasonable payments to actors for their television rights in theatrical films sold to television.

"The major producers are seeking to force the guild to give them preferential treatment over their competitors.

"Producers talk about pension and welfare is not the same as negotiating a pension and welfare plan. We have no concrete offer from the producers in this area.

"It is not correct that the producers and the guild have reached substantial agreement in all other areas—far from it. On vital issues, involving studio abuses of working conditions and on wage minimums, we are miles apart."

Continental Drive

(Continued from page 1)

vidual pictures. Under the point system evolved, the first prize winner has an opportunity to win in excess of \$3,000.

Peppercorn noted that in addition to the five features now in release, "Room at the Top," "Pretty Boy Floyd," "Tiger Bay" and the package of "Blitzkrieg" and "Breakout," Continental intends to release 10 new pictures during the drive period; seven in English and three in French.

The English language films are: "Expresso Bongo," starring Laurence Harvey; "The Siege of Pinchgut," starring Aldo Ray; "The Man Who Wagged His Tail," starring Peter Ustinov; "The Entertainer," starring Sir Laurence Olivier; James Thurber's "The Catbird Seat," starring Peter Sellers; Friedrich Duerrematt's "It Happened in Broad Daylight" and "The Little Giants."

The French language films are: Fernandel in "The Big Chief"; "Montparnasse 19," starring Gerard Philipe, and "The Girl and the River," starring Pascale Audret.

"With this line of product, we expect that the four-month drive period will be one of the most fruitful in our history," Peppercorn concluded.

TOA Picks Broumas for House P. O. Hearings

From THE DAILY Bureau

WASHINGTON, Feb. 1. — John Broumas of Washington and Baltimore, a member of the executive committee of Theatre Owners of America, has been designated by Albert M. Pickus, president, to represent the organization at hearings tomorrow before the House Post Office committee on objectionable films and published matter.

As previously announced, other industry representatives who will appear at the two-day hearings include Eric Johnston, Geoffrey Shurlock, Gordon White and Margaret Twyman, of the Motion Picture Association; Abram F. Myers of Allied States, and Richard Brandt of the Independent Film Importers and Distributors of America.

Estimate N. Y. Film Tax At \$350,000 for Year

Special to THE DAILY

ALBANY, N. Y., Feb. 1. — The Governor's budget message, presented to the legislature today, estimated the "motion picture tax" would yield \$350,000 during the fiscal year ending Mar. 31. And the same amount in 1960-61.

Films exhibited in New York State are licensed by the State Education Department—through the motion picture division—at a "fee" of \$3 per thousand feet for the originals and \$2 per thousand feet for copies, the message pointed out.

It listed the "revenue" from this source, in eight previous years, ranging from a high of \$462,000 in 1951-2, to a low of \$390,000 in 1958-59.

The budget, introduced today, appropriates \$20,365 for the motion picture division salaries in the next fiscal year, an increase of \$1,500 from the current year.

Writers Guild Statement Follows Columbia Layoff

HOLLYWOOD, Feb. 1. — Spearheading what might result in a mass layoff due to the writers strike, the Columbia studios gave notice Friday to 32 of its clerical workers, with more pink slips in the offing, according to a studio spokesman.

The Screen Writers Guild later issued a statement saying:

"We have said again and again that the guild remains ready and willing to negotiate on any of the issues involved at any time. There are no insurmountable problems between us and the producers—except their blind unwillingness to talk about the key issues. We are truly regretful that others, as well as writers, are being forced into unemployment by the producers. We trust that many of those affected will shortly find employment among the rapidly increased number of independent producing companies who have reached an equitable agreement with the guild and have been removed from the strike order."

Merchandise Licensees are high on "B.T.Y."!

Promotion #3



DICK CLARK

Dozens of manufacturers of hats, jewelry dolls, shoes, toys, hosiery, stationery... all backing up the big over-all promotion with special ads and tie-ups!

Michael CALLAN • Tuesday WELD • Victoria SHAW

WARREN BERLINGER • ROBERTA SHORE

James DARREN • Duane EDDY and the REBELS

Screenplay by JAMES GUNN • Based on a novel by JOHN FARRIS • Produced by JERRY BRESLER
 Directed by PAUL WENDOKS • A DREXEL PRODUCTION

GUEST STARS

The HIGH Spot This Spring From Columbia!

WANTED!

BY LEADING EXHIBITORS THROUGHOUT THE COUNTRY!

Pretty Boy Floyd

WILL PLAY THESE TOP
CIRCUITS IN FEBRUARY

* Warner's
Loew's
Fabian
Penn Paramount
Paramount Gulf
Wilby-Kincey
Florida States
Video
Interstate

CONTACT YOUR
LOCAL REPRESENTATIVE

Stanton Davis • 260 Tremont St.,
Boston 16, Mass. • Liberty 2-2909

James V. Frew • 164 Walton St.,
N.W., Atlanta, Ga. • Jackson 3-3770

Mike Kassel • 1301 South Wabash Ave.,
Chicago 5, Ill. • Webster 9-6090

Albert L. Kolitz • 1656 Cordova St.,
Los Angeles 7, Calif. • Republic 3-0186

Sheldon Tromberg • Room 1034,
Stanley Warner Bldg., 13th & E Sts., N.W.
Washington, D.C. • District 7-6058

Pretty Boy Floyd

WITNESS
the KISS
of DEATH
and the
RUTHLESS
KILLINGS
at the
KANSAS CITY
MASSACRE!

HE ACTUALLY
LIVED!



STARRING

JOHN ERICSON

FEATURING

BARRY NEWMAN • ROY FANT
JOAN HARVEY • CARL YORK

PRODUCED BY MONROE SACHSON • WRITTEN & DIRECTED BY HERBERT J. LEE

CONTINENTAL  DISTRIBUTING INC.

A CONTINENTAL DISTRIBUTING, INC. RELEASE
1776 BROADWAY, NEW YORK 19, N. Y. PLaza 7-25

PERSONAL MENTION

MAX E. YOUNGSTEN, United Artists vice-president, will return to New York today from Denver.

HOWARD MINSKY, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, will be in Toronto today and tomorrow from here.

AL COHAN, of the M-G-M home office publicity department, left Chicago yesterday for Detroit.

NAT BARACH, National Screen Service branch manager in Cleveland, and **MRS. BARACH** this week celebrated their 40th wedding anniversary.

GENE GOODMAN, of United Artists, Atlanta, has entered a local hospital there for treatment.

WILLIAM ZEDICKER, owner of the Muse Theatre, Osceola, Nebr., has returned there from Omaha.

SETH FIELD, manager of the University Theatre, Cambridge, Mass., is a patient at Beth Israel Hospital there following major surgery.

HARRY MINES and **PAUL PRICE**, Columbia Pictures publicists, have left Hollywood for Las Vegas for assignment to the company's "Pepc," now on location shooting at the Nevada resort.

WOODROW BENOIT, television producer for the J. Walter Thompson Co., has returned to New York from Paris.

U.A. Dividend 40c

The board of directors of United Artists yesterday declared a regular quarterly dividend of 40 cents per common share, payable March 25 to stockholders of record March 11.

gems of showmanship!...

SPECIAL TRAILERS

by **national screen service**

'Digest,' Fox Tie-In On 'Flanders' Tickets

As part of its campaign for "A Dog of Flanders" in the St. Louis area 20th Century-Fox will place tickets entitling the bearer to see the film at a reduced price in all copies of the March issue of *Reader's Digest*. The issue also contains a full-page advertisement on the film.

George Wallace, director of merchandising for *Digest*, is in St. Louis today to meet with Jerry Berger, Fox regional advertising-publicity manager, to set advance plans for the publication tie-in. "Flanders" opens at the St. Louis Fox Theatre on March 11, supported by an intensive local television, radio and newspaper campaign. Readers of the *Digest* will be able to attend showings of the picture at special prices when turning in their coupon at the box office.

Distribution of the family magazine in the greater St. Louis area through subscriptions, newsstands, drug and department stores, etc., will reach a peak two weeks before "Flanders" debuts at the Fox.

3 New Appointments Announced by Adler

Three new appointments have been announced by Ben Adler, president of Ben Adler Advertising Service. They are: Richard Beltran as art director, Harvey Epstein, assistant to the president, and Eric Glaister as production and traffic manager.

Beltran joins the Adler organization after serving as art director with two advertising agencies, Deutsch and Shea, Inc., and David Altman Advertising, Inc. Prior to these posts, he was with Warner Bros. for ten years.

Epstein has served in various capacities for the past 12 years with Paramount Pictures and United Artists, among other distributors.

Glaister has been assistant advertising manager for Republic Pictures and promotion production manager for Conde Nast Publications, both in London, England. In this country and prior to joining Adler, he was associated with advertising agencies in New York.

Enroll 21 Interboro Theatres with TOA

Solomon M. Strausberg, president of Interboro Circuit, has enrolled 21 of his circuit's theatres in the Greater New York area in Theatre Owners of America, it was announced by Albert M. Pickus, TOA president. Philip F. Harling, TOA assistant to the president, worked with Mr. Strausberg in arranging the membership, Pickus said.

The theatres enrolled in TOA include one in Manhattan, five in the Bronx, eight in Brooklyn and seven in Queens.

Loew's Theatres in Search of Slogan

Loew's Theatres wants a new slogan, and Ernest Emerling, advertising-publicity vice-president, is offering a \$500 prize to readers of his Loew's Movie Memo. In order to win, the slogan must be submitted before March 1 and be accepted by the company's board of directors.

Inasmuch as most of the Movie Memo readers are motion picture critics or amusement editors of newspapers and magazines, Emerling reassures them that there is no "payola" involved in his offer. "The competition has nothing to do with the public," he points out, "and, if you wrote a magazine piece or a book, you'd expect to be paid."

American Entries Set For Argentine Festival

Metro - Goldwyn - Mayer's "The Wreck of the Mary Deare" and Columbia Pictures' "The Last Angry Man" will be two of the American films shown at the International Film Festival at Mar del Plata, Argentina, March 8-17, it was announced here yesterday by Enzo Ardigo, president of the Permanent Commission for International Film Festivals of the Argentine Republic.

Departing from here for Europe, Ardigo, who had met with industry officials here and in Hollywood, said a number of American film stars would also attend the festival. The Mar del Plata Festival is the only international film festival in the Americas which has been endorsed for 1960 by the International Federation of Film Producers Associations, according to Ardigo. Prizes will be awarded to the best feature films, best direction, best script, best male and female performances and to the best short subject.

New 'Havana' Records

Carol Reed's "Our Man in Havana," a Columbia Pictures release, set new records at the Forum and Trans Lux 52nd St. Theatres here last weekend. At the Forum it grossed \$9,277 on Saturday and \$6,667 on Sunday for a five-day total of \$29,549, with all figures representing new house marks. At the Trans Lux 52nd St., the film registered \$5,948 on Saturday and \$5,665 on Sunday for a five-day total of \$24,049. Each of the first five days of the engagement established an all-time theatre record.

'Floyd' Opens Strong

"Pretty Boy Floyd" racked up a strong \$5,700 for its opening weekend at the Palace Theatre, Milwaukee, it was reported yesterday by Continental Distributing, Inc. The film is being held for an additional week.

Name Chasm

(Continued from page 1)

has had extensive promotional experience in all media. For the five years he has served as consultant on advertising campaigns and promotions for UA, Uni and 20th Century-Fox, and for films as "The Vikings," "King Forth," "Bus Stop" and "Picnic."

Prior to his appointment, man held a series of key advertising posts with Grey Advertising, from 1953 to 1960, and the M Greenthal Agency from 1951 to 1953. In these capacities, he developed newspaper, magazine, radio and television campaigns for RCA Victor records, National Broadcasting Company, Greyhound Bus, Calvert key and leading book and record companies.

Velde Conducts U.A. Sales Meets on Coast

From THE DAILY Bureau

LOS ANGELES, Feb. 2.—Jam Velde, United Artists vice-president in charge of domestic sales, is conducting a sales meeting of West Coast branches of the company's \$125,000 product program for 1960. Velde and Al Fitter, Western sales manager, are presiding at meetings now in progress here. UA sales executives go to San Francisco Thursday for the second of the sales sessions.

Velde and Fitter return to New York on the weekend.

Adams, Hoffman to I on ASCAP Meet, Din

Stanley Adams, ASCAP president and George Hoffman, comptroller, leave here Friday for Los Angeles to attend to details in connection with the Society's West Coast meeting dinner. The meeting will be Wednesday, Feb. 10, in the Empire Room of the Ambassador Hotel, at 6 P.M. Admission will be by invitation only.

Arthur Schwartz, chairman of the Society's executive committee, Herman Finkelstein, ASCAP general attorney, will join Adams and Hoffman in time for the meeting.

AIPE Set for Brazil

American International Pictures Corp. recently announced signing of a distribution agreement with Imperial Films do Brasil. The first four films scheduled for Brazilian release, according to William Reich, AIPE general manager, will be "Goliath and the Barbarians," "The Black Museum," "The Amazing Colossal Man" and "The Grey Red Planet."

happy
easter!
happy
exhibitor!

JOSHUA
LOGAN'S

Super-saucy
production
of

tall story

Come to
Warners'
BIG
Theatre
screenings
for the trade
February 11

(Invitations coming from
your Warner exchange.
Bring your wife and teensers along!)

He makes the
great ones!
Sayonara!
Bus Stop!
Picnic!
South Pacific!



that
college
girl
who
couldn't
help
lovin'
tall
boys...



WARNERS FOUND YOU A
NEW DARLING! YOU'LL
SEE AT THE TRADE SHOW!

From that big, blushy Broadway stage hit—STARRING

anthony Perkins and Jane fonda

Sensational
BOBBY DARIN
sings the title song!

Co-Starring RAY WALSTON • MARC CONNELLY • MURRAY HAMILTON • ANNE JACKSON

Produced and
Directed by JOSHUA LOGAN



Screenplay by JULIUS J. EPSTEIN • Based on the stage play by HOWARD LINDSAY and RUSSEL CROUSE • Produced on the stage by EMMETT ROGERS and ROBERT WEINER

PEOPLE

Max E. Youngstein, vice-president of United Artists and chairman of the amusement division of the National Council of Christians and Jews, tomorrow will unveil the poster carrying this year's message for Brotherhood Week—Feb. 21-28. The ceremony will take place at a luncheon meeting at the Hotel Astor here.

Felix J. Bilgrey, attorney affiliated with the Little Carnegie and the World theatres here, has been appointed chairman of the newly-created censorship committee of the Independent Theatres Owners Association of New York.

Gerard A. Barry has been named by Citation Films to handle advertising-publicity and exploitation for that company's "The Song of Sister Maria." He formerly was associated with Cinerama in a promotional capacity.

Edward Parone has resigned from the William Morris Agency here to become production assistant to Frank E. Taylor, producer of Arthur Miller's first screen drama, "The Misfits," to be a United Artists release. Parone formerly was production supervisor at the Phoenix Theatre here.

Frankovitch Sees Subsidies

(Continued from page 1)

land, at a trade press luncheon held at the company's home office.

Frankovitch, who supervises overseas production and Continental sales policy for Columbia, likened the American predicament to that of the industry in France shortly before the government stepped in and provided resources which were used to produce the currently successful "New Wave" of French films.

"Our industry is certain to grow smaller in the next few years," Frankovitch stated. "Fewer pictures will be made, but all of them will be important. In Great Britain, the number of houses has steadily declined in the past few years, and in this decade the number probably will drop to around 1,500." There are presently more than 4,000 theatres in Great Britain.

Frankovitch, using no names, advised "tired companies" to quit the fight now, lest they suffer beyond reasonable limits in the next few years. He said Columbia would survive the fight but added the world market could provide room for two or, at the most, three, other companies.

Noting Columbia's policy of worldwide "decentralization," Frankovitch advised other companies to follow suit.

"An audience can't identify our big pictures by country anymore. Our

casting is international, so is our location filming. Americans are ready to accept such films and this fact is borne out by pictures like 'Our Man in Havana' and 'Guns of Navarone' (not yet released)."

On the Continent, Frankovitch said, France has done the best job in promoting new, young cinema talent. That is why fewer American films are being shown in Europe.

"Today there is something of a patriotic trend in European theatre-going. The British prefer British films, the French prefer their home product, and the same is largely true of the Italians."

Frankovitch pointed out that whereas four years ago 70 per cent of films shown in England were American, today only 50 to 55 per cent of pictures exhibited there are Hollywood-produced. Furthermore, this trend is likely to continue, he added.

The problem is England is "very, very serious," the vice-president said. Number of paid admissions in that country dropped 50 per cent in the last five years, with an 18 per cent drop recorded last year.

Decries 'Tax Burden'

Frankovitch said the big pictures still do good business abroad, but blamed the "tax burden" for cutting so heavily into admissions. He said prospects for dropping the entertainment tax in Great Britain this year are fair.

On the brighter side, Frankovitch suggested that because there are now more American pictures in European production than ever before, the tide may be abated for the moment.

Frankovitch stated that the success abroad of "Some Like It Hot" will encourage more overseas exhibition of American comedies, and he tapped Columbia's "Who Was That Lady?" as a top candidate for European success.

Spiegel Resigns Col. Post

Ted Spiegel has resigned his position as publicity writer and contact with Columbia Pictures International, effective Feb. 11. Spiegel served for 11 years as publicist in the advertising, publicity and exploitation departments of Columbia, joining the International subsidiary at the end of 1955. After a brief vacation, he will announce his future plans.

Chicago Likes 'Gang'

Allied Artists' "The Purple Gang" grossed \$18,690 in its first three days at the Roosevelt Theatre in Chicago, it was reported here by M. R. Goldstein, A. A. vice-president and general sales manager. This was the biggest three-day non-holiday gross at the theatre since last September, he added.

Capitol Books 'Voyage'

MGM's "The Last Voyage" will open at Loew's New Capitol Theatre here on Feb. 19.

Cinema Lodge Meeting Discusses Neo-Nazism

Characterized by the committee charge as the most impressive meeting in the 20-year history of the organization, the Cinema Lodge, B'nai B'rith, met at the Hotel Astor evening with many prominent figures from the film industry among more than 300 persons attending. Fred W. Schwalberg is president.

Brooklyn District Attorney Edw. S. Silver and Deputy Commissioner Water Arm were among the panel discussing "Is Nazi Anti-Semitism The March Again?" Also participating was Dr. Joseph T. Lichten, director of the foreign affairs department of the Anti-Defamation League.

Moderator was Rabbi Ralph Silverstein, spiritual adviser of the lodge and chairman of its cultural committee, as well as spiritual leader Temple Sinai, Brooklyn.

In another part of the program Oscar Goldstein, of the District office of B'nai B'rith, inducted 60 members of the lodge.

'Swan Lake' Big Here

"Swan Lake," distributed by Columbia Pictures as part of the USSR cultural exchange, has opened to top business in its American premiere engagement at the Trans-Normandie Theatre here. The film grossed \$13,862 in its first six days.

'Beach' Tops \$150,000

Stanley Kramer's "On The Beach" rolled up a huge \$158,329 for its first four days in 13 new major domestic engagements, it was announced. William J. Heineman, United Artists vice-president.

Marjorie Geiss Resigns

Marjorie Geiss resigned yesterday as publicist for the Roxy Theatre here. After a vacation, she will return to film publicity activities.

EVERY "SHOWMAN WITH A HEART"

will be present

at the special invitational "for members only"

"SHOWMAN OF THE YEAR" LUNCHEON

in honor of



JOSEPH E. "HERCULES" LEVINE

Tendered by the

Variety Club of New York

Tent #35

Hotel Astor
February 15th
12:30 P.M.

Call Wisconsin 7-5076
for information

More
light

+

slower burn=
lower costs

NATIONAL
TRADE MARK

**PROJECTOR
CARBONS**

Disney Meeting

(Continued from page 1)

cents per share on the total of \$1.50 then outstanding. Management attributed the loss to the continuing effect of the low profit margin in recent theatrical releases combined with a loss on the current "Disney Presents" show. Also, the company has not had during the quarter the benefits derived during the same period last year when the television programs, "The Mickey Mouse Club" and "Zorro." These programs are not on the air this season. The company was unable to reach an agreement with the American Broadcasting Company for their television, and the American Broadcasting Company has asserted a claim to bar the company from licensing these or other programs to any network. This dispute led to the instituting of legal action against the company last summer. The court has been asked to set an early trial date. Disney, president, told the stockholders that the forthcoming theatrical product "looks very promising," and the four features now finished and scheduled for the domestic market are expected to "show substantial profits, a major portion of which will occur in the last six months of the current year."

Gross Revenue \$9,731,841

Gross revenues for the first quarter were \$9,731,841, down \$2,067,461 from last year's \$11,799,302. Television income decreased \$2,062,679, and rentals declined \$497,112. Income from sneynland Park was up \$795,781, other income from publications, newspaper strips, character merchandising and music was off \$303,451.

Stockholders voted to approve a new option plan for executive and management personnel covering 100,000 shares of common stock.

The board of directors, at its organizational meeting following the stockholders' meeting, declared the regular quarterly cash dividend of 10 cents per share, payable April 1, to stockholders of record March 18.

Officers and directors were re-elected at the same session of the board.

Parsons Bill

(Continued from page 1)

Parsons, Jr., Queens Republican, explaining the organization's "vigorous effort" for the passage of his bill, said it would substantially decrease the fee charged by the motion picture industry on, State Education Department, for the licensing of prints. The rate for original films would be increased from \$3 to \$4, but that for prints would be cut from \$2 per thousand to \$0.65 for each additional "exposure copy."

Sees Benefits Wide

"This measure will do a great deal to help beleaguered, hard-pressed picture theatres which presently suffer from a severe shortage of prints," Brandt, and added, "This print fee is due in a large measure

Visit To A Small Planet

CONTINUED FROM PAGE 1

a placid dog the National Guard; an earthling employer; his own supervisor from Out There, and even, no less, a divine nest of beatniks who having witnessed a barrage of Lewis' far, far out tricks, run like Zen back to Squaresville. "Man, like shave my beard and call me normal!" one is heard to gasp in flight.

The film is a good deal of fun if the audience is willing to part with its reserve, for, as usual, Lewis is nimble, errant and slapstick. Cast with him in this adaptation by Edmund Beloin and Henry Garson of Gore Vidal's Broadway comedy are: Joan Blackman, to whom Lewis pitches his special woo; Earl Holliman, Miss Blackman's rube of a fiancee and the spaceman's number one antagonist; Fred Clark, father of the bride-to-be and a television commentator who every night insists that people who believe in saucers and spacemen are crackpots (image his chagrin); Gale Gordon, as a civil defense volunteer who watches for space objects with the ardor of a peeping tom; Barbara Lawson, as a gyrating beatnik lass so far out she thinks Lewis is in, and John Williams, as Lewis' mentor who keeps tabs on his student on an interplanetary TV set.

Although he is a creature of the future Lewis is so empty-headed he could be and is for a time mistaken for an earthling. Playing hooky from his own world, Jerry floats down to earth in a spaceship which with a twist of his ear he evaporates. For that matter, he can accomplish most anything with a twist of his ear. He manages to toe the mark down here until he works up a passion for Miss Blackman and really begins to feel his meteorites. Then he wants love and a physical relationship, which he is denied in his own desexed world.

Eventually the novice lover infuriates Miss Blackman; Holliman beats him up; and Williams blows the celestial whistle on him, denying Jerry the power to read and expose minds, lift cops off the ground and lower their pants, put nursery rhymes on the lips of his potential exposers, pound the bongo drums in absentia and remain immune to physical pain. But Jerry has no heart to put into his work after Miss Blackman and Holliman elope. Worn and whelped, he returns with Williams to his own world.

"Visit to a Small Planet," directed by Norman Taurog, is funny and oddly sentimental, another winner for Lewis whose most natural habitat seems to be the one he presently is cast in. Because of its several levels of enjoyment, the film should be sold right up the market ladder, even to the keenest adult audience.

Running time, 85 minutes. General classification. Release, in April.

SAUL OSTROVE

to the existing, antiquated license fee schedule."

The present rates were enacted "four decades ago, when only a few prints were brought into the state for exhibition," Brandt stated. Modern releasing patterns "call for simultaneous saturation bookings, so that the old license fee for prints works undue

hardship on the entire industry" he observed.

"There is no doubt that the proposed fee schedules would still provide the motion picture division with an income in excess of all its costs," continued Brandt, pointing out that "our business still needs all the help it can get."

Ask Drive-ins

(Continued from page 1)

his own situation to decide as to the damages that might ensue if he played "off-color" or "sex" pictures. The five panelists agreed that the temptation to make a "quick buck" with these hygiene and sex films can do more harm in the long run and they should not be put on the screens.

Pledge by Edward Lider

Chairman Edward Lider made the statement that as president of Yamins Theatres he will not book a "sex" picture in any of his theatres this season. Douglass Amos, general manager of Lockwood and Gordon Theatres, added, "And let's not run trailers during the showing of family pictures that show the coming attraction to be a 'for adults only' film." The consensus at the meeting was that these exploitation films can only bring pressure from selectmen, local authorities or adverse legislation.

With Lider at the dais were the five panelists, Amos, Hal O'Day, district manager for Redstone Theatres; James Collins, district manager for Smith Management Co.; Bruce Glassman, Lowell Drive-In Theatre, and Paul Kessler, general manager of Rifkin Theatres. There were about 150 managers, owners, buyers and bookers who remained through the day. Luncheon was hosted by Jack Fitzgerald and Henry Rapsis of the Coca-Cola Company.

Paul Levi Heard

Other speakers were Paul Levi, ATC advertising man, who spoke on the wise spending of the advertising dollar; Robert Hoff, who spoke on Motion Picture Investors, Inc.; Edward Lachman of Lorraine Carbon, and Bob Crosby of National Carbon.

Among the suggestions from the floor was one from Jim Dempsey of ATC, who asked for a New England Drive-In Week to be held early in the season as a regional institutional campaign from Maine through Connecticut, as a positive program for building business.

IT'S
COLUMBIA'S
YEAR
OF
THE
BIG
SEE!

**CASH IN ON THE
CHAMPS THAT ARE
COMING YOUR WAY!**

Younglove

(Continued from page 1)

majority of the entertainment media abides by proper standards—reflects the situation as he sees it.

Younglove, in Washington to observe MPAA testimony before the Granahan (D., Pa.) subcommittee, congratulated the chairman on her conduct of the hearing. He said that he hoped her group would be able to do at the Federal level what his group was trying to do on the state level. Younglove added that he believes that the hearings being conducted by the Congress would have a salutary "deterrent effect," even if no new legislation resulted from them.

While conceding that Hoover's position in regard to control of obscenity and pornography "goes beyond what we do since he has law enforcement responsibility," Younglove asserted that "we in the New York State legislative committee feel that we would be very happy to see those things that he recommends become more effective."

Sees Freedom Threatened

As Younglove sees it, the freedom of the "overwhelming majority of mass media" is being threatened by a "cancerous growth that has infiltrated" and which is doing its best to destroy freedom of the press and of expression. He commented that he expects to make a speech to a news group in the future in which he will point out to the newsmen that they are "being taken for a ride" by those who would carry freedom to extremes. Younglove observed that responsibility for any loss of freedom which may occur in the future is, to his mind, on the heads of those who abuse freedom. He said he hopes "they will see into the future and take the steps to preserve the freedoms that have been won."

Paramount-Rank

(Continued from page 1)

for a British film sold to the U.S. In addition, Paramount will undertake a large-scale promotion campaign on behalf of the picture.

Lilli Palmer, Sylvia Syms and Yvonne Mitchell are starred in the film which was produced by Betty Box and directed by Ralph Tomas.

Last December, the Rank Organization concluded a deal for U.S. distribution of seven other films by 20th Century-Fox. Together, the deals comprise the best representation for Rank films in the U. S. since Rank's own distribution organization there was terminated a year ago.

Martin Appointed

(Continued from page 1)

sales. Martin joined the company on Monday.

Martin was formerly editor of *Harrison's Reports*, in which post he has been succeeded by Winn Loewenthal, former trade paper reporter and publicist for Warner Bros.

Varioscope, New Process, Announced by C. J. Tevlin

From THE DAILY Bureau

HOLLYWOOD, Feb. 2. — C. J. Tevlin, former head of RKO studio, now an independent producer, today announced a new screen process to be known as Varioscope.

As the name indicates, the aspect ratio of the picture on the screen will vary according to the nature of the scenes shown. Scenes of great scope will fill the entire theatre screen from edge to edge. Scenes containing intimate story content will be in the much lesser aspect ratio.

Exploitation Field Unit For 'Oscar' Show Named

The exploitation coordinating group of the MPAA advertising and publicity directors' committee, under the chairmanship of Rodney Bush, held their kick-off meeting on the Academy Awards promotion yesterday and appointed a new exploitation field committee with chairmen and co-chairmen. Twenty-two field chairmen will coordinate the work of all exploitation men as compared to 11 chairmen and co-chairmen last year.

The exploitation field committee works together with the local exhibitor committees set up under COMPO. In the past they have developed proclamations from the mayors; department store and retail store window displays; a continuous series of newspaper breaks on the Academy Awards telecast.

AIP's Grosses

(Continued from page 1)

told here yesterday by James Nicholson, AIP president.

The stateside successes of "Goliath" and similar Italian color spectacles have forced the price of present Italian films up 500 per cent over what they cost three years ago, he said.

"Too many Italian film-makers think the streets of American filmdom are paved with gold," added Samuel Z. Arkoff, AIP vice-president. "But they've been warned the market for spectacles won't last forever, and I think the cycle is beginning to wane."

Both Nicholson and Arkoff returned recently from a buying trip to Rome and London, but said they did not purchase any outstanding European product.

Italian spectacle films now cost about \$600,000 before dubbing. Since AIP today spends between \$400,000 and \$700,000 for its pictures made at home, its best financial investments abroad would be those of co-production. AIP, Nicholson added, is moving in that direction.

The company plans to release 16 films by the end of the current fiscal year, May 1. Between six and eight of these pictures will be produced in Hollywood.

AIP has scheduled for release or production this year "Angry Red

Ballots Mailed SAG 'White Paper'

(Continued from page 1)

guild board authority to call a strike in the theatrical motion picture field. (television entertainment and commercials will not be affected by this strike vote.) The letter cites producers for refusal to make any substantial concession on three most vital issues: additional compensation to actors for post-1948 theatrical motion pictures when shown on television; right to reopen the contract if pictures are made for pay-TV; Satisfactory pension and welfare plan for guild members.

John L. Dales, national executive secretary of the SAG, issued the following statement at conclusion of today's meeting between the SAG negotiating committee and the Association of Motion Picture Producers:

Says No Meetings Scheduled

"No progress was made with the major producers on any issue, including pension and welfare plan, and no further negotiating meetings are scheduled."

The referendum ballot, if approved by 75 per cent of those voting, will authorize the guild board to call a strike at such time as it may determine. Deadline for return of the ballots is 4 P.M. Feb. 15.

Distributors' Ad Men

(Continued from page 1)

ing the April-May-June Exhibition Drive, Edward L. Hyman, AB-PT vice-president, announced yesterday. The specialized selling efforts are to be the major factor in the drive, planned by Hyman to encourage orderly release of product.

Under the newly made arrangement, the following AB-PT affiliates will work with the advertising personnel of the specified distributor: Arthur Krolick, Buffalo, and Gene Pleshette, Brooklyn, with Paramount Pictures; Don Allen and Don Knight, Des Moines, and Robert Shapiro, New York, with 20th Century-Fox; John Krier, Salt Lake City, with M-G-M; Woodrow Praught, Detroit, with United Artists; Henry Spiegel, New York and Brooklyn, with Columbia Pictures; George Aurelius, Phoenix, with Universal Pictures; Jerry Zigmund, California, with Warner Bros., and Ed Seguin, Chicago, with Allied Artists.

Hyman said the campaigns thus developed will be made available to all exhibitors who have participated in the orderly distribution program, in addition to AB-PT affiliates.

He completed the arrangements with nine national distributors and has conferred with their advertising personnel who, he said, have come up with fresh ideas which will give individual campaigns wide diversity.

Planct," "Circus of Horrors," "Girl on Death Row," "Jailbreakers," "The Fall of the House of Usher," "Konga," "In the Year 2889," "Goliath and the Dragon," "The Suicide Club," "Aladdin and the Giant," "Take Me to Your Leader," and "She."

Inaccurate: Bore

From THE DAILY Bureau

HOLLYWOOD, Feb. 2. — V reference to the Screen Actors G "White Paper" issued in connection with asking its members to vote strike against major motion picture companies, Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, today issued the following statement:

"It is incorrect to state that major motion picture producers have 'suddenly' changed their position with regard to policy on post-1948 films.

Compromise Reached

"In the 1948 negotiations we refused to agree to any payments theatrical films exhibited on TV, demanded by the guild. The producers, instead, worked out a compromise under which the guild given the right to cancel its contract if post-1948 films were sold or leased to television.

"We gave the same right of cancellation to the writers and the actors.

"But we did not relinquish right to sell the films to TV, and did not agree in principle or otherwise, that we would ever pay an actor twice for one piece of work.

"On the other hand, since 1948 the guild has recognized that television is a substitute for an extension of theatrical exhibition. Now suddenly, the guild declares that TV is a separate medium and that appearances on it constitute increased exposure."

Demand Highest Now, He Says

"As a matter of fact, there is evidence to support the argument that exposure of actors on more than one medium has inflicted any damage on the actor. The demand for actors today is at an historical high.

"The producers reiterate their statement that added payment to actors for work already done is unreasonable and not realistic.

"With reference to other special demands, it is true that we have refused to pay overtime after 44 hours weekly to actors who earn at a rate of \$1,500 per week up to \$999,999 for a single picture. Actors who receive less than \$1,500 weekly receive time and a half overtime their weekly rate after 44 hours a week.

Has Raised Minimum

"It is true that we have not agreed to the minimum weekly rate demanded by the guild but we have agreed to raise the lowest daily rate for which an actor can work from the present \$90 per day to \$99 per day in response to the guild demand for \$100 per day.

"We have repeatedly informed the guild that we are ready to negotiate in good faith on a pension and welfare plan. We are still willing to negotiate."

MPA Officials Score Censors at D.C. Hearing

Johnston Cites Self Regulation by the Industry

(Continued from page 1)

Frederic M. Shurlock, director of the Production Code Administration. To be heard tomorrow are Abram F. S. White, Allied States Assn.; John Broun, Theatre Owners of America; Bernard Brandt, Independent Film Importers and Distributors of America; and Mrs. Margaret G. Twyman, director of the MPAA community relations department. Johnston said MPAA members "do not deal in obscenity or pornography" and believe that those who do "should be arrested, tried in the courts and convicted, punished."

Stresses Adherence to Codes
Criticizing the industry's methods of self-regulation through its production and advertising codes, he said: "Our standards are just as strong in adhering to the codes today as they ever were." He said the Production Code was never intended . . . to make any picture suitable to every person, man, woman or child, of all ages. To accomplish this sort of community levelling would destroy the motion picture, or the press, or any communicative medium," Johnston said. He told the subcommittee also that the MPAA is opposed to film classification systems which restrict certain pictures to adults only. He called it "an old and disreputable idea" used by the back streets of show business merely to "lure the prurient-minded." He cited the difficulty of establishing an age at which someone becomes an adult.

Has Confidence in People
"There is no evidence," he said, "that any human being is qualified to go in advance on what the rest of America may read or not read, hear or not hear, may see or not see." He asked: "What's wrong with American people making up their own minds? We've been doing it ever since we began as a nation. It's worked better than any other system I know of." He said the purpose and methods of op-

eration of the industry's Production Code were outlined by Shurlock. Through subscribing to and adhering to the Code, he said, producers recognize their "responsibility to assure basic moral standards in American motion pictures."

Strong Today as Ever, He Says
Noting that the Code will reach its 30th anniversary next month he declared it is "as strong and as effective today as it ever was," adding, "we intend to keep it strong and effective."

Shurlock admitted that mistakes had been made over the years in applying the Code. "But," he said, "I think the Code's success in maintaining standards can be judged by this . . . out of the 12,000 feature films made by established Hollywood producers over the last 25 years, only two features have played in American theatres without the Code seal."

The Code administrator then described the day-by-day routine of the Code office, from the manner in which scripts are submitted to the taking of appeals against an adverse decision to the Review Board.

Tells of Changes
Well-known novels and plays, that in the original are "sensational and sometimes questionable," are brought into conformity with the Code through "careful handling and treatment," Shurlock said. He then cited at length the case histories of five such properties, including "Serenade," "From Here to Eternity," "Gigi," "Cat on a Hot Tin Roof," and "Peyton Place."

"In the long run," he said, "it is not the subject matter but the treatment that counts. And it is with treatment that the Code operation is fundamentally concerned."

Assured by Chairman
Chairman Granahan assured MPAA that she was not backing Federal censorship legislation, but that she did think it possible to control foreign pictures in some way so that they conformed to domestic standards. She asked for cooperation from MPAA and Johnston in borderline cases—particularly advertising—and was assured of all possible help.

Johnston said that the industry policing set-up used for domestic movies was readily available to all comers—including foreign producers. Asked by Rep. Granahan for suggestions on curbing content and assuring proper treatment of subjects in foreign films, Johnston replied that am-

ple controls were already available. Besides the Codes, there were customs regulations, local statutes in some cases, and the movie public as the final arbiter. However, he pointed out that theatres were independently operated and could use what films they wanted—either domestic or foreign, either Code-approved or not. He noted that foreign movies have limited distribution—usually starting in art houses and spreading out if box-office warrants it.

Says Further Revision Unnecessary
Johnston did not feel that the Code needed further revision. He thought adequate the 1956 revision, which had been discussed with and approved by Martin Quigley, whom Johnston called the "father of the code." Asked about using the Code as basis for legislation, Johnston said that it would result in "rigidity" and would do "irreparable damage."

Rep. Oliver (D., Maine) raised the question of USSR's banning of "obscene and pornographic movies."

Johnston, talking from his many personal meetings with Khrushchev, told the Congressmen that Khrushchev frankly admits that he lets the people see what he thinks they ought to see. He referred to a conversation between the Russian head of state and RCA board chairman Sarnoff in which Khrushchev explained banning of newscasts on the ground that they were "obscene and pornographic." Johnston also noted Khrushchev operates by whim in that films were banned at some places but not at others and that the criteria are hard to determine. Moreover, Russia's ideas of what is permissible do not always concur with American ideas. In some ways, their standards are "mid-victorian" and in others "libertine."

Congressmen Heard
Rep. Wallhauser (R., N. J.) asked Johnston about the possibility of broadening the board of appeals to include public members. Wallhauser suggested the possibility of bias with only producers and theatre owners represented. The MPAA head responded that discussion had often been held, but public membership was decided against because it was felt that the industry should take responsibility for its own product. He emphasized that decisions are made about questionable films with the producer excluded and they are not made in terms of money invested nor in terms of boxoffice appeal. Besides, there are formidable difficulties in determining who would

Shurlock Tells Of the Controls Set by the PCA

be representative and meaningful public members.

Johnston admitted that certain films are unsuitable for viewing by children, but there is no reason for banning or classification. Either would be unworkable as well as a serious infringement of freedom guaranteed in the first amendment. The responsibility for keeping children away from inappropriate films, he said, lies with parents.

Ads of individual movies were brought up and in all but two cases they were either movies or ads not approved by the code. The story of "The Naked Maja" was told. In the case of one approved ad, Johnston pointed out that the newspaper had quoted a critic out of context.

In the specific case of "Suddenly, Last Summer," Johnston told how some scenes had been removed at the request of the appeals board. He found nothing objectionable as it now appears. It was, he claimed, story of a "mixed-up mother"—a psychological case. He stated there is no mention of either homosexuality or incest and disavowed responsibility for what is "read into" the picture.

To Confer in Capital

WASHINGTON, Feb. 2.—A Detroit delegation representing all Michigan exhibitors has arrived here to express its outlook concerning proposals to effect minimum wage laws on theatre personnel. Appointments have been made with Congressional legislators. Heading the delegation are Milton H. London, president of Michigan Allied; Montague Gowthorpe, president of Butterfield Theatres; Woodrow R. Praught, president of United Detroit Theatres, and Alden Smith, executive vice-president of the Cooperative Theatres of Michigan.

Fire Razes Fla. Theatre

SEBRING, Fla., Feb. 2.—Fire, believed to have been caused by a defective heater, destroyed the Ebb Tide Theatre a day after it reopened following two years of inoperation. Loss was estimated at \$20,000.

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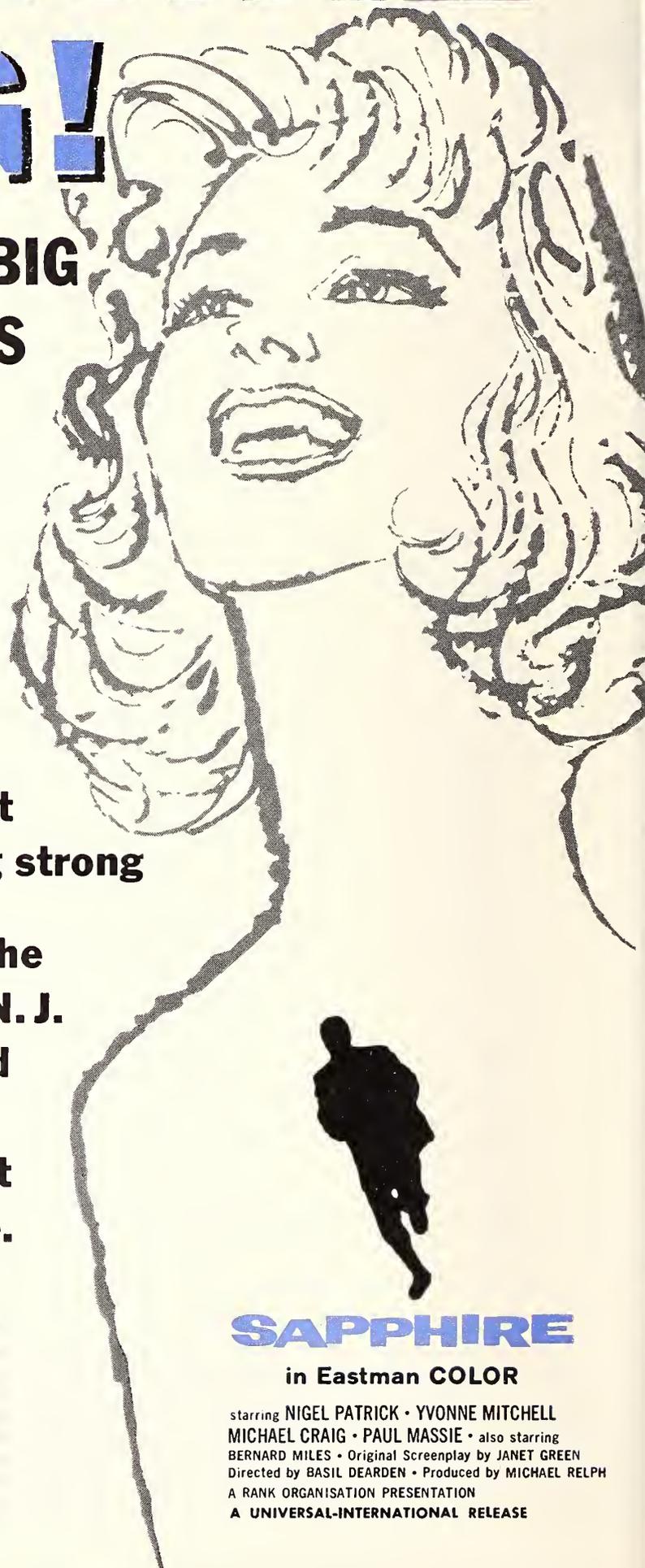
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Held for fourth record week and
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*Book it now from U-I for
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MOTION PICTURE DAILY

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the News
That
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Concise
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Point



87, NO. 24

NEW YORK, U.S.A., THURSDAY, FEBRUARY 4, 1960

TEN CENTS

es 'Dark Cloud' Lippert Sees Majors Vital to Independents

ns that Wide Strike
uld 'Liquidate' Both

By SAMUEL D. BERNIS

HOLLYWOOD, Feb. 3. — Robert Lippert, one of Hollywood's most colorful and enterprising figures, with his theatre holdings and production interests, performing as liaison between Warner Bros. Associated Producers, Ltd., and Century-Fox, forecast the automatic demise of the independent companies should the major companies fold because of the current demands by the major studios.

"The independent company cannot survive its financing without major studios," Lippert pointed out, and added, "Liquidation is the dark cloud hovering over the film industry, and those employees who feel smug in their own complacency because of a (Continued on page 3)

Photoplay' Awards to Pillow Talk' and Stars

"Pillow Talk," Doris Day and Rock Hudson have been voted the most popular picture and stars of 1959 and will receive the 39th annual Photoplay Gold Medal Awards. Millie Perlin and Troy Donahue were named outstanding newcomers of the

Photoplay Gold Medal Awards, the oldest in the movie industry, are the only (Continued on page 6)

NLRB Orders Cancelling IATSE-S-W Contract

From THE DAILY Bureau

WASHINGTON, Feb. 3. — The National Labor Relations Board has ruled down on a projectionists' lawsuit against the IATSE. It ordered Local 1000, Newark, N. J., to cancel its contract with the Stanley Wartheatres in Essex County, and to take other actions.

The NLRB order stemmed from (Continued on page 7)

American Legion Sees New Red Infiltration of Industry

The American Legion charged yesterday that the motion picture industry in this country is the victim of a "renewed invasion by Soviet-indoctrinated artists" and pledged a campaign to alert the general public to the "implications" of the Legion claims.

W.B.'s 1st Quarter Net \$1,753,000

Special to THE DAILY

WILMINGTON, Del., Feb. 3. — Net profit of \$1,753,000, after provision of \$1,700,000 for Federal taxes, was reported by Warner Bros. for the first quarter, ended Nov. 28, 1959, of the company's current fiscal year.

The statement, released at the annual meeting of Warner Bros. stockholders, held here today, compares with net profits of \$1,922,000 for the corresponding period last year, after (Continued on page 7)

100 Attend Brotherhood Week Luncheon Today

Approximately 100 motion picture industry leaders will attend the annual Brotherhood Week luncheon at the Hotel Astor here today. Max E. Youngstein, United Artists vice president and chairman of the Amusement Division of the National Conference of Christians and Jews, will preside at the luncheon meeting and deliver the key address.

Other speakers include Dr. Lewis Webster Jones, president of NCCJ, and Dr. Sterling W. Brown, executive (Continued on page 3)

REVIEW:

Jack The Ripper

Embassy—Paramount

"JACK THE RIPPER," first film to be released by Embassy Pictures since "Hercules," will benefit from the same type of extensive promotion—\$1,000,000's worth—accorded the Italian color spectacle. The similarity between the two pictures ends there. The new film is a British black-and-white production, except for a few feet near the end of the picture when the "Ripper's" own blood is photographed in color. And, bound as it is by plenty of London-set fog and a fiendish design of murder and mutilation, the film fictionalizes the steps of one man's incredible de- (Continued on page 7)

Second Day Study Plan to Add Public to Code Appeals

Shurlock, White, Brandt
Before House Committee

By E. H. KAHN

WASHINGTON, Feb. 3. — The House Postal Affairs subcommittee, which has turned its attentions from a study of obscene and pornographic materials being sent through the mails to motion picture content and film advertising, was assured today by Geoffrey Shurlock, administrator of the Production Code, that serious consideration will be given to the suggestion that public members be added to the Production Code appeals board.

The second day of hearings before the subcommittee received statements from Richard Brandt, representing the Independent Film Importers and Distributors of America, and from Gordon S. White, director of the Motion Picture Association's Advertising Code Administration. It also was given an informal, post-hearing statement by (Continued on page 6)

John Capstaff Is Dead; A Color-Film Pioneer

Special to THE DAILY

SAN DIEGO, Cal., Feb. 3. — John G. Capstaff, a pioneer in the development of color photography, both for home films and theatrical motion pictures, is dead here at the age of 80.

A native of England, Capstaff joined Eastman Kodak Co. in 1913, retiring in 1954. During his long service with (Continued on page 3)

Urge Industry Product Campaign Be Continued

A proposal from Fox Inter-Mountain Theatres that the industry expand its joint promotional drive—called "1960, The Big Year of Motion Pictures"—into a continuing campaign was presented to the advertising and publicity directors committee of the Motion Picture Association at a meet- (Continued on page 2)

PERSONAL MENTION

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and East-em studio representative, returned to New York yesterday from Hollywood.

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., returned to New York yesterday from Dallas.

PHILIP GERARD, Eastern advertising-publicity director of Universal Pictures, is in Washington today from New York.

MARTY WEISER, promotion coordinator on Columbia Pictures' "Strangers When We Meet," has arrived in New York from the Coast.

HARVEY MATOFSKY, of the United Artists publicity department, will be married at the Kings Highway Synagogue in Brooklyn today to ARLENE STEVENS SASLAWSKY.

BERT ORDE, of *Redbook*, will return to New York tomorrow from the Coast.

CARL FOREMAN, producer of the forthcoming "The Guns of Navarone" for Columbia, has arrived in Athens, Greece, from here.

Joan Crawford Sued

WILMINGTON, Del., Feb. 3. — A suit for \$1,000,000 was filed here today in the Court of Chancery against Joan Crawford Steele, George C. Textor and J. Lincoln Morris, executives under the will of the late Alfred N. Steele and also against Pepsi-Cola Co. and 16 of its directors. The plaintiff is Henry Efros, a Pepsi-Cola stockholder owning a hundred shares of stock. Steele was a director of Pepsi-Cola and its chief executive from March, 1950 to his death April 19, 1959.

The plaintiff seeks both a temporary and permanent injunction to restrict a stock option plan adopted in 1955 and approved by a majority of the stockholders in 1956, and which provided that upon the death of any one of the optionees that options not executed were to be terminated.

A.A. Votes Dividend

HOLLYWOOD, Feb. 3. — The board of directors of Allied Artists has voted payment of the March 15, 1960 quarterly dividend of 13¾ cents per share in the company's 5½ preferred stock was authorized. Payment will be made to stockholders of record March 3, 1960.

Circuit Backs Industry Drive

(Continued from page 1)

ing here yesterday. The committee also heard reports from several of its coordinating groups on the Academy Awards promotion. Chairman of the meeting was Si Seadler.

Fox Inter-Mountain indicated it would like to work with National Theatres and Fox Midwest Theatres in developing a continuing industry product campaign.

Seadler opened the meeting commending all of the members of the four coordinating groups, covering exploitation, radio & TV, advertising and publicity, for the "generous giving of their time and effort" toward the Academy Awards promotion.

Taylor Mills of MPAA reported on developments concerning Eastman Kodak tie-ups with the Academy and said Ted Genock of Kodak will be on the West Coast for the next three days meeting with Duke Wales and representatives of the Academy Committee.

Charles Levy and Jeff Livingston reported on the meeting of the advertising coordinating group which was held in chairman Martin Davis' office Tuesday night. All distributing companies have agreed to include in their national advertising, fan magazine ads, trade paper ads and press books, plugs for the Academy Awards telecast. It is hoped that National Screen will arrange for a special flyer to be inserted in all press books from all companies going out into the field.

Advertising agencies, Lennen & Newell, Donahue & Coe, Charles Schlaifer and Monroe Greenthal, are being asked to support the telecast

by promoting tie-ins with other than motion picture advertisers, and to obtain the support of national magazines, New York newspapers, and the newspaper syndicates, in mentioning the Academy Awards telecast in their columns.

Harry McWilliams gave a summary report on the status of the press book, the theatre trailer, the possible use of a 15-foot "Oscar" to be put on the island in Times Square and made a special request for TV and radio statements from a number of stars that will be used by NBC during the three weeks preceding the telecast.

A report from Roger Lewis, who met last week with the full West Coast committee, was heard by the committee. The West Coast committee indicates full cooperation on all phases of the program requested by the New York promotional unit. Lewis also reported that the Academy has already ordered the middle station breaks so that the program will be a continuous 90 minutes without commercials. The half-minute station break, however will make a strong pitch for the local motion picture theatre.

The committee judged the Academy Awards poster contest. Some 20 excellent poster layouts were entered. The winning poster was prepared by A. Winfield of Donahue & Coe.

Bob Ferguson, representing the distributors on the Marcus radio plan committee, gave a complete report on the proposed Pittsburgh meeting which will be held sometime within the next month.

'Mouse' Sets Record at Guild Theatre Here

"The Mouse That Roared," a Highroad Production for Columbia Pictures release, has grossed more than \$180,000 in 14 weeks at the Guild Theatre here, according to Rube Jackter, Columbia vice-president and general sales manager. Currently in its 15th week at the 450-seat Guild, the film has earned more money during its run than any other picture in the history of the theatre over a similar period, he said.

The comedy holds the all-time single-day record for the Guild, with a gross of \$4,319, absolute capacity for the tiny house. The mark was set during the fifth week of the run.

Mother of James Velde

ROSSINING, N. Y., Feb. 3.—Mrs. Della M. Velde, 78, mother of James R. Velde, United Artists vice-president in charge of domestic sales, died at her home here Feb. 1. Funeral services will be private. In addition to James, survivors include two other sons, Donald L. and Robert J.

Loew's Circuit Orders 'Oscar' Promotion Kits

Academy Award promotion kits have been ordered for all the 101 theatres of the Loew's Circuit by Ernie Emerling, vice-president in charge of advertising.

Emerling has instructed all Loew's managers to use the trailer and the posters and to follow the instructions contained in the Academy Award Pressbook.

Loewdown also is planning to continue to provide promotion suggestions for the event to the personnel of the Loew's Circuit.

New Weshner Offices

David E. "Skip" Weshner, veteran producers' representative, has established new offices at 60 East 42nd Street here. Weshner currently represents such leading independent producing organizations as the Mirisch Company and Robert Mitchum's DRM Productions and Figaro, Inc., among others.

Sen. Lausche Calls TV 'Lewd' Films on TV 'Lewd'

From THE DAILY Bureau

WASHINGTON, Feb. 3.—A for Federal action against television stations which engaged "in the bauching of the youth of America by showing two motion pictures made in the Senate today by Frank Lausche (D., Ohio). They were identified by the Senator as "Am a Camera" and "The Devil and the Flesh."

Lausche said it is "sheer folly falsehood" to attempt to curb juvenile delinquency by passing new laws while at the same time countenancing the presentation on public license television stations licentious pictures exciting the passions of not only adults but of the teenagers." He described the films as "picture lewdness, indecency and immorality." The films were aired over Washington TV stations.

Tie-ins for 'Wind' Debut in St. Louis Announced

"The Wind Cannot Read," first seven J. Arthur Rank production recently acquired for distribution by Twentieth Century-Fox, will have its American premiere Feb. 19 at Pageant Theatre in St. Louis, Ed E. Sullivan, 20th-Fox publicity director, announced here yesterday. S. P. Skouras, company president, Alex Harrison, general sales manager are expected to attend the premiere.

Tie-ins will include an exhibit of Japanese art and design; radio and television broadcasts of the premiere window displays promoted by I Records; stills posted in the windows of travel agencies; taxis outfitted with posters of scenes from the picture representation at the premiere of Louis religious leaders. "The Wind Cannot Read" stars Dirk Bogarde and introduces Yoko Tani, a young Japanese actress, in a drama set in Berlin during World War II.

Brandt to MGM Records

Sidney Brandt has been named vice-president in charge of operations of MGM Records, it was announced by Arnold Maxin, president. As he will direct administration, and the internal operations of the company.

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Brotherhood

(Continued from page 1)

resident of the organization. A full discussion period will follow. The meeting will develop special committees and fund-raising programs implementing the Brotherhood Campaign, which will be observed Feb. 21 through 28. The joint distributor-drive will make extensive use of special trailers, lobby theatre displays and other promotional materials to be sent to more than 100 theatres throughout the coun-

v. Will Distribute 'Dinosaur'

Universal Pictures will handle the worldwide distribution of "Dinosaur," the new Tradewinds Production and CinemaScope being produced by Jack H. Harris, it was announced by Henry H. "Hi" Martin, president and general sales man-

"Dinosaur" is being shot in the Florida Islands by Harris with Irwin Shaworth, Jr., directing. Harris is producer of "The Blob," being distributed by Paramount and of "4-D," currently being released by

A July release is contemplated for "Dinosaur" by Universal with an extensive promotional campaign.

O Teleradio Sued for 'Id' Distribution

Suit charging RKO Teleradio Pictures with failure to use its best efforts in the distribution of "The Bold and the Brave" was filed in Federal District Court here yesterday by Film Distributors Releasing Organization.

The action, which seeks \$1,000,000 in damages, alleges also that RKO Teleradio assigned the distribution rights to the picture to others when it had its own film exchange and distribution organization, thereby breaching the contract between itself and Film Distributors. The plaintiff claims it never gave its consent for distribution of the picture to others.

Capstaff Dead

(Continued from page 1)

Mr. Capstaff, he was recipient of many awards, including those of the Society of Motion Picture and Television Engineers and the Photographic Society of America.

Mr. Capstaff is survived by his wife, Mary, three daughters, a son, sister and seven grandchildren.

Acquires 'Soon'

Universal-International has acquired worldwide distribution rights in the Dynasty Film Corp. to "Too Good to Love," it was announced by Henry H. "Hi" Martin, Universal vice-president and general sales manager.



MERVYN LEROY (right) receives a copy of the first issue of the new newspaper mat merchandising service of Motion Picture Herald from Sam Berns, manager of the Hollywood office of Quigley Publications. The issue is devoted to LeRoy's new comedy for 20th Century-Fox, "Wake Me When It's Over."

Munich 'Porgy' Bow Proceeds to Charity

Special to THE DAILY

BONN, Feb. 3. — In a press conference in the Ministry of Trade and Commerce, Committee Chairman Ambassador Wolfgang Jaenicke, announced recently the contribution by Samuel Goldwyn of the entire proceeds of the "Porgy and Bess" European premiere to the World Refugee Year sponsored by the United Nations. Proceeds of the premiere, which will be held April 1 at the Royal Palast Theatre, Munich, will be divided, by the German Refugee Committee and the United Nations High Commission on Refugees at Geneva for distribution throughout the world.

Mr. and Mrs. Goldwyn have cabled acceptance to attend the premiere and will be guests at a reception in their honor.

RKO General Officials Given Expanded Status

Expanded responsibilities for two officers of RKO General, Inc., a division of General Tire and Rubber Co., were announced yesterday by T. F. O'Neil, president.

John B. Poor, vice-president of RKO General since 1948, is now vice-president in charge of finance and investment, while Hathaway Watson, a vice-president for the past year, has been named vice-president in charge of broadcast operations.

Both changes become effective at once.

Augusta A. Woolverton

NEW ORLEANS, Feb. 3.—Augusta Annie Woolverton, secretary to C. J. Briant, M-C-M branch manager here, died recently. She was considered the senior member of women staffers on film row and was a charter member of the local chapter, Women of the Motion Picture Industry. She is survived by her mother, a sister and a brother.

Trans-Lux, Kingsley To Distribute 'Eye'

"The Savage Eye," an American independent film that won a top award at last year's Edinburgh Film Festival, will be distributed jointly here by Trans-Lux and Kingsley-International, it was announced at a trade press luncheon this week.

The picture, according to Richard Brandt, president of Trans-Lux, and Edward Kingsley, president of Kingsley-International, is set tentatively for release in April. The film is the collective work of Joseph Strick, Sidney Meyers and Ben Madow, Academy Award-winning writer of "The Asphalt Jungle." Starring in "The Savage Eye" are Barbara Baxley and the "voice" of Gary Merrill.

7 New 'Summer' Dates Reported Outstanding

Sam Spiegel's "Suddenly, Last Summer," a Columbia release, maintained its fast pace with seven outstanding new openings in the past week, the company reported. The new engagements were in Scranton, Wilkes Barre, Pittsburgh, Houston, Cincinnati and Baltimore.

At the Majestic Theatre in Houston, it grossed a mighty \$16,000 in its first three days. The three-day total was \$8,100 at Paramount in Wilkes Barre and \$7,000 at the Strand in Scranton. In Cincinnati, the film grossed \$11,800 in four days at the Keith Theatre and \$10,200 day-and-date at the Twin Drive-In. Other huge four-day totals included \$15,809 at the J. P. Harris in Pittsburgh and \$13,865 at the Hippodrome in Baltimore.

Joy Theatre in TOA

L. C. Montgomery of New Orleans has enrolled his Joy Theatre there in Theatre Owners of America, Albert M. Pickus, TOA president, announced. Montgomery's membership was secured by George Roscoe, TOA's director of exhibitor relations.

Lippert Sees

(Continued from page 1)

healthy bank balance may well mark this dire prediction. I see in them a reflection of port barrel individuals who want to feed at what they think is an inexhaustible trough. This, to me, is an apt description of the troubles visited on the motion picture and television industries, and describes the choleric outcries of well-paid toilers in the vineyards."

"Joe Vogel is one of the best examples of a major company executive who halted possible liquidation, but if he is forced to accede to the additional demands of the unions, no one can stop liquidation," said Lippert.

Sounding off on the issue at stake, Lippert had the following observations to add:

Decries 'Paying Twice'

"Men from other industries, who are on boards of directors, and who have to answer to stockholders, have never heard of such a thing as paying twice for services rendered.

"Actors' minimum salaries have been doubled in the past 10 years despite a loss of revenue and two-thirds of the attendance over this period.

"The 16mm home movie market, which accounted for revenue up to \$50,000 per picture has disappeared because of television, yet no union has asked for extra money for this medium. Why?

"Three years ago when the five-day week was inaugurated, the cost to producers totaled more than the entire profit of production. What happened to offset this? The film producers had to sell their old films to TV.

Sees Foreign Films Aided

"In the event of any type of shut-down of production, foreign films will flourish.

"The amounts of money the film companies would have to pay, even if a compromise of only 25 per cent of what the unions are now asking were effected, would run into so many millions that no company could justify this payment to its stockholders in order to stay in a business in which nine out of ten of the products make no profit.

"A committee should be formed now, before bringing on a costly strike, of impartial business men who will analyse the grave situation objectively, if Hollywood is not to become a ghost town. If foreign countries take over the feature productions, television will surely follow the same road. The whole thing is far more serious than many realize."

John Dales Replies

On learning of Lippert's statements, John Dales, executive secretary of the Screen Actors Guild made following comment:

"Mr. Lippert's long and checkered relations with SAG, which resulted in the guild's cancellation of its contract with him, is well known in the industry and his ill-tempered outburst will be judged accordingly."

McCALL'S MAGAZINE

Screen Jumps For Joy

Porgy and Bess, George Gershwin's magnificent folk opera, is now a magnificent motion picture. Sidney Poitier as Porgy brings the desperate intensity that has become his characteristic as one of the country's fine young actors. Dorothy Dandridge is lovely, as Bess. And as Sporting Life, Sammy Davis Jr. makes the screen jump for joy whenever he pops up on it.

NEW YORK WORLD-TELE AND SUN

...ents of Catfish...
...er had it so good...
...d Bess." which...
...et Theater...
...Goldwyn's...
...-DuBose...
...hnicolor...
...ned), the...
...nd immed...
...a), and...
...the...
...reside...
...their...
...s mo...
...uch...
...ecr...

NEW YORK TIMES

PORGY and BESS SCREEN CLASSIC

"Porgy and Bess" is an exciting and moving film. A classic on the screen. Production designed by Oliver Smith has a richness and subtlety of color that are powerful and dynamic... N. Richard Nash has adapted and Otto Preminger has directed a script that fairly bursts with continuous melodrama. Under Andre Previn's direction the score is magnificently played and sung... Poitier's performance is sensitive and strong... Sammy Davis, Jr. is excellent. For this we can thank Samuel Goldwyn, who was finally able to revive the solemn guardians of sacred theatre treasure that he was man most competent to bring it to screen.

NEW YORK JOURNAL-AMERICAN
GREAT ON SCREEN

Wherever

PORGY AND BESS IS TOP

DALLAS TIMES-HERALD

GERSHWIN SCORE MUSICAL GOLD

America's greatest folk musical has finally been put on film, and it is this—the filmization of George Gershwin's mighty "Porgy and Bess"—that is the particular holiday greeting here this year from a veteran movie-maker, Samuel Goldwyn.

PITTSBURGH SUN-TELEGRAPH

UNUSUAL SPLENDORS ENRICH PORGY & BESS

The meticulous Samuel Goldwyn has given "Porgy and Bess" such visual splendors as few motion pictures have ever known. In Todd-AO and color, at the Nixon Theater, the Gershwin musical is a 136-minute speelbinder for the eye. Perhaps the screen is the best place for "Porgy and Bess." For there can be no question that the stage has not come close to the film in production magnificence. TODD-AO AND STEREOPHONIC SOUND were built to measure for "Porgy and Bess." It fits Gershwin's gripping score to perfection and the lyrics of the beloved melodies seem to take on fresh charm and meaning in the handsome frame from which they are now sung. Great credit must accrue to N. Richard Nash for his screenplay, adapted from the original libretto by the late DuBose Heyward. Likewise, Otto Preminger's direction catches the fire, the violent, the lurid, sorrowful and pathetic facets of life in the slum that is Catfish Row.

DAYTON DAILY NEWS

Porgy Superb

PORGY AND BESS a top picture. Sam Goldwyn a magnificent...

GY
d
SS

LUSHLY MAGNIFICENT!

ly magnificent in Todd-AO and
nicolor; audibly it is recording
fection. But praise must go beyond
se technical marvels... grips the
agination and the heart Poitier is
t right. Prize winning photo
phy. Sung and record
magnificently.

SAN DIEGO TRIBUNE

Throbs with Dramatic Excitement!

erwhelming experience in its blend of the big and its
ety of detail... embarrassment of riches... pul-
ing screenplay... compelling ensemble...
ing always splendid and expres-
ive... throbs with human
documentations."

Porgy Thrills Anew as Screen Gem!

"... Only on the screen have all the
real and magnificent dramatic enter-
tainment values been fully realized.
You have never seen it till you have
seen this production. Perfection just
about achieved. Poitier *superb*...
Davis greatest Sportin' Life ever and
tops all his own previous efforts. Bailey
constant delight... Brock Peters is
gnetic... amazing camera work as
s staging... a screen gem. You
t heard the Gershwin score
u have heard it
phonic

s Opened...

AMONG THE TEN BEST!

SAN FRANCISCO CHRONICLE

ORGY AND BESS STANDOUT ON FILM

esidents of Catfish Row, Charleston,
never had it so good as they have it in
and Bess," which opened last night at
ronet Theater.
Goldwyn's version of the George
in-DuBose Heyward folk opera gives
chnicolor (some of the most sensitive
med), the Todd-AO process (for
nd immediacy, the best outside of
a), and stereophonic hi-fi sound
f the lushest ever recorded).
esidents of Catfish Row make the
their surroundings. Their happiness
s more infectious, their sadness never
ching, their loves and hates never
ecting than when transferred to the
en.

MIAMI HERALD

Porgy Deserves Masterpiece Rating!

The film version of the George Gershwin-DuBose Heyward collaboration on life
in Charleston's Catfish Row early in the century represents inspired casting to
begin with, a matter which helps it earn further credits in performances by some
of the best Negro acting talents of the day.

It is a masterpiece pictorially. The
Todd-AO "bugeye" lenses, the tech-
nicolor film, the color and symmetry
of Hermes Pan's sets and Irene
Sharff's costumes - and finally the
camera magic of Leon Shamroy com-
bine to make its scenes of the tawdry,
tired Catfish Row reflect the vivid
passions which smoldered
and flared there.

BOSTON HERALD

EVERYBODY WILL WANT TO SEE PORGY!

"... Porgy and Bess is a remark-
able picture which you
yourself to see. Poit
Porgy has dignity,
warmth and sensi-
tivity... Bailey is
wonderfully lusty and
warm as Maria.

DENVER POST

MUSIC'S THE STAR OF GOLDWYN FILM!

The important point about "Porgy
and Bess" is the music, conceived
and claimed by the composer to be
the true American opera. It is truly
operatic in form but it is a more
American

musical show.
It is quite a film, this "Porgy and
Bess" and the crowning triumph of
Sam Goldwyn's producing career.
Anyone who isn't moved by it, isn't
caught up and involved should
at the winks.

Study Plan to Add Public to Code Appeals

P.O. Unit Says Pictures, Ads Would Benefit

(Continued from page 1)

John Broumas, Maryland exhibitor, representing Theatre Owners of America.

Tomorrow the subcommittee, of which Rep. Kathryn Granahan (D., Pa.) is chairman, is scheduled to hear Abram F. Myers, chairman and general counsel of Allied States, and Mrs. Margaret Twyman, director of community relations for MPAA. They are the last scheduled witnesses.

Strengthening of Code Suggested

The consensus of subcommittee opinion was that the industry itself can best handle the Production Code appeals work, but various members of the group suggested that both the Production and Advertising codes be strengthened and that outside the industry opinion be added to the Production Code appeals board. Rep. Wallhauser (R., N. J.) was one of those who felt that such action by the MPAA would be an important step forward, or at least one in the right direction. Other Congressmen concurred.

At present, the Production Code appeals board consists of the members of the MPAA board of directors, three producers and three exhibitors.

Queried by Members

Shurlock and White also were asked by the subcommittee members about the possibilities of having the Production and Advertising Codes legislated into law as they now exist.

Both MPAA spokesmen felt this would be unworkable—even without passing an opinion on possible unconstitutionality of such a law. Codes, so long as they are voluntary, they said, are workable, but if they become law, the codes might very well be so strict that litigation would ensue and result in a complete breakdown of the system.

White was questioned by Rep. Oliver (D., Maine) about possibility of running a code seal on ads. White responded that this would prevent exhibitors from making changes in ads and it would also be complicated in the matter of double features with only one having a code-approved ad. White stressed that while most theatre owners use press book ads, they were free to write their own. Most foreign ads were also beyond the pale of MPAA's Advertising Code.

'Happy Anniversary' Cited

Rep. Granahan brought up the subject matter of "Happy Anniversary," which none of the subcommittee had seen. Shurlock said that MPAA insisted that one sentence—that premarital relations were wrong—be inserted in the dialogue. He outlined the Na-

tion Legion of Decency's position on the film and said that even though the treatment was humorous, the meaning of the film could be stated as "the sins of the parents will be visited upon the children." He also read into the record MOTION PICTURE DAILY's review of the film. He pointed out that "this experienced trade paper" did not find it morally objectionable, although it did suggest problems in showing it and did recommend adult viewing.

Specific Ads Mentioned

The appropriateness of ads for "Summer Place," "Tunnel of Love" and "Li'l Abner" was discussed. White emphasized that the ads were honest and that parents had the responsibility to keep children away from them if they desired.

Brandt told the subcommittee that while imported films may depict moral viewpoints different from Americans', they are viewed by only a small, sophisticated audience. Moreover, he pointed out that they are reviewed and passed by U.S. Customs before being exhibited here and that their advertising is subject to the standards of the media in which it appears.

He said it is doubtful whether audiences for foreign films here represent even 4% of the total weekly film attendance, and such patrons in the main are well educated, sophisticated people, who make up the bulk of the so-called "art" theatre and college town audiences.

Sees Foreign Films Grosses Small

Most foreign films, Brandt said, gross under \$50,000 in the U.S., and those that gross over \$100,000 in any year are rare. "It is obvious, therefore, that the foreign film industry is highly specialized and fairly limited," he said.

The reason IFIDA members sometimes do not attempt to get an MPAA

Code seal for their imported films, Brandt said, is because of the different standards of taste and morality in foreign countries. He said that while importers make errors "as easily and often as others" in choosing films, "we quickly find that films of lower grade are generally not accepted by our specialized public."

He contended that children do not attend "art" theatres to any important extent, so the effect of adult themes of foreign films is insignificant on the young. He said it is a truism that illustrates the absence of children from the audiences that the "art" theatres of this country "do very poor candy concession business."

Considering 'Restrictive' Ban

Brandt said IFIDA is presently considering a self-imposed "restrictive" ban against children on certain films that need the mature mind to understand them. In most cases where a few children do see such a film they are thoroughly bored."

However, he added that "a film ban invariably has the opposite effect and, since the number of children we presently cater to is almost infinitesimal, we are loath to apply a ban and thus appeal by reaction to the prurient interest."

White outlined to the committee the operation of his office and declared, "There is neither obscenity nor pornography in advertising for motion pictures bearing the Motion Picture Association's seal of approval. And there never will be. There can't be under our industry's system of self-regulation."

He pointed out that during the 15 years he has been head of the Advertising Code Administration, "the Post Office Department has not once challenged a single piece of advertising

Chairman Cites Objections to Specific Films

that we approved." Referring to the Post Office questioning of the distribution last year of a postcard bearing a reproduction of Goya's famous nude painting, White pointed that the office had not approved that piece of advertising, but further reminded the committee that the Department of Justice, representing the Postmaster General, had subsequently conceded in Federal court that there was nothing obscene in connection with the postcard.

Studied 169,679 Ads

White told the committee that in 1959 his office had examined 169,679 separate pieces of advertising material of which 1,374 had been rejected or revised.

He concluded by pointing out that the committee's letter to Johnston had made the loose charge that the "nation's billboards and screens had been filled with . . . sexual immorality, sex crimes, perversion . . . and extreme violence." Actually less than four tenths of one per cent of billboard advertising is motion picture copy, he said, and specific pictures using the medium last year included "The Ten Commandments," "Ben-Hur," and "The Big Fisherman."

Says Exhibitors Support Code

Following the open hearings today, Broumas told members of the subcommittee that exhibitors have great faith in the Production Code and concur completely with what Eric Johnston, MPAA president, told the Congressmen yesterday.

'Photoplay' Awards

(Continued from page 1)

awards based on a poll of the movie-going public. A reader poll is conducted by the magazine each year.

Miss Day, voted the most popular actress, and Hudson, the most popular actor, are the stars of "Pillow Talk," Produced by Arwin Productions for Universal-International.

Millie Perkins, the most popular new actress of 1959, is the star of 20th Century-Fox's "The Diary of Anne Frank."

Troy Donahue, the most popular new actor, won as a result of his performance in Warner's "A Summer Place."

Presentation by Bob Hope

The formal presentation of the Gold Medals will be made by Bob Hope on his television special, NBC-TV network, Feb. 22 (8:30-9:30 P.M., EST).

The recipients of Gold Medals for "Pillow Talk" are the producers, Ross Hunter and Martin Melcher, and the director, Michael Gordon.

Younglove Takes Issue with Johnston On the Definition of 'Obscenity'

Special to THE DAILY

ALBANY, N. Y., Feb. 3.—Returning here today from the public hearings in Washington before the Granahan subcommittee on postal operations, Assemblyman Joseph R. Younglove, chairman of the New York State Joint Legislative Committee on Offensive and Obscene Material, commented on several points in the statement made there by Eric Johnston, president of the Motion Picture Association of America.

Of Johnston's declaration, "no motion picture approved under our Production Code is obscene or pornographic," Assemblyman Younglove said, "I would like to know Mr. Johnston's definition of 'obscene' and 'pornographic'."

To Johnston's comment, "If you want to know how one communication industry successfully practices self-regulation, then perhaps what I shall say may be helpful to your study," Younglove asked, "Is self-regulation successfully practiced, in the light of some recent and current pictures, and trends in advertising?"

Referring to the MPAA president's statement that our "first responsibility is to maintain basic standards of morality and decency in motion pictures and motion picture advertising," Younglove inquired, "Is that responsibility being properly met?"

"I agree," stated Assemblyman Younglove, "with Mr. Johnston's opinion that the motion picture is one of the greatest, and certainly the most far-ranging, of the media of communication."

Calls Meetings 'Productive'

Younglove described as "productive" the conferences he and committee counsel James A. Fitzpatrick of Plattsburgh, N. Y., held, while in Washington, with officials of the Post Office Department and the Bureau of Federal Investigation.

B. Quarter

(Continued from page 1)

provision of \$650,000 for Federal stockholders reelected Waddill, Stanleigh P. Friedman, Thomas J. Martin and Robert W. Per- directors for a term of two years. er members of the board, whose s expire in 1961, are Charles a. Jr., Benj. Kalmenson, Serge enenko, Albert Warner and Jack arner.

ne meeting approved the granting restricted option to Charles Boas- general sales manager, to pur- 10,000 shares of Warner's stock 41.21 per share, as consideration entering into a new five-year con- at \$950 per week and \$250 per k expense allowance, and \$300 week as deferred compensation able upon the expiration of his oloyment for a period equal to period of his employment.

he stockholders also approved the cellation and retirement of 638, -shares of common stock held in treasury, and the reduction of capital of the company by \$3,- 755.

The first quarter report showed film sales including television, sales and er income amounted to \$23,037,- compared to \$18,938,000 a year . Total income for the period was 431,000, compared to \$20,632,- in the first 1958 quarter. Total s and expenses in the 1959 quar- were \$22,678,000, compared to 710,000 the previous year.

Milwaukee Branch

(Continued from page 1)

opolis and third-place Cleveland in final standings.

n the division manager's contest, el Shalit, Columbia's central divi- on manager, was the winner, with rry Weiner, Eastern Pennsylvania l Southern New Jersey division nager, finishing second.

Leo Jaffe, Columbia's first vice-pres- nt and treasurer, won the captains' ttest with a team consisting of the w Haven, Albany, Buffalo, Boston d Philadelphia branches. In the in- ne possibility competition, Los An- es was the winner in Group 1, De- it in Group 2, Jacksonville in Group 4, Minneapolis in Group 4, Buffalo in oup 5, and Milwaukee in Group 6.

American Legion

(Continued from page 1)

ose backgrounds with respect to mmunism are unacceptable to the or studios under their voluntary dorf Declaration of 1948."

The Legion statement cited the em- yment of two writers by three ependent producers: Dalton Trum- on "Exodus" and "Spartacus" and rick Young on "Inherit the Wind." odus" is being produced by Otto eminger for United Artists release; artacus" by Kirk Douglas for Uni- sal-International; and "Inherit the nd" by Stanley Kramer, also for A.

Jack The Ripper

CONTINUED FROM PAGE 1

pravity beginning in 1888, the year the "Ripper" slew and slit open his first victim.

Levine's "Ripper" is a Jack who is nimble and quick. But this scourge of unescorted women finally is crushed to death at the bottom of an elevator shaft after he has gotten a little too gamey for his own game. Who is the "Ripper?" This version is adapted from an original story by Peter Hammond and Colin Craig, and screen writer Jimmy Sangster has incorporated "original source material" into his script. The murderer of seven or 20 or 40 women—the number depends upon the probabilities of duplicate "Rippers" during the same era—here turns out to be a bearded surgeon who kills and disembowels young prostitutes and rather any females not yet middle-aged, because several years before his son was provoked into suicide by a girl who did not return the boy's love for her.

The film tampers with one of criminology's sorest boils, for the real "Ripper" was not only not apprehended but neither was he positively identified. Rumors flew through the dank, cobbled streets and alleys of London with as stern a deportment as the "Ripper" himself possessed, but, after all, these were rumors. However, everyone in the audience can play detective, until the "Ripper" is nailed. The picture is swamped with enough clues to nominate a fair number of candidates for "Ripper" honors. Any man who carries a small black bag and wears a stovepipe hat and long black coat is made to appear suspect.

Most of the performances are submerged beneath the sight of all of that spilled blood. Besides the "Ripper," who is played by Ewen Solon, principals are a London detective, Eddie Byrne, and an American investigator sent abroad to gather sociological data on the "Ripper's" effects upon the frantic Whitechapel populace. The American is played quite romantically by Lee Patterson. The "Ripper's" admission of guilt, shortly before he is killed, is a bit of cranky posturing.

Two American composers, Pete Rugolo and Jimmy McHugh, have contributed a sharp, brassy rail of "Ripper" music whose impact should devastate that part of the audience not already done in by the visual gore. "Jack the Ripper," a Mid-Century Film Production, was produced, directed and photographed by Robert Baker and Monty Berman. Running time, 88 minutes. General classification. Release, in February.

NLRB Order

(Continued from page 1)

an unfair labor practice charge filed by a 20-year member named Joseph Weiner. The complaint—which was upheld by the board—alleged that the local (1) required membership and clearance as a condition of employment and (2) required the Warner theatres to contribute to a health and welfare fund whose benefits were restricted to union members and their families.

The local now must cease trying to enforce its labor contract, reimburse Stanley Warner employees for monies illegally exacted from them, stop requiring Stanley Warner to make contributions to a restricted health and welfare fund, put an end to having S-W discriminate against non-members of the union, and give Weiner back pay for loss of work-time caused by the union's activities.

Whitney Dissolves

(Continued from page 1)

Whitney is withdrawing completely from the motion picture business.

Wilde has been retained by Whitney as his motion picture representative and public relations counsel.

Assets acquired from the corporation by Whitney will be liquidated, either en bloc or separately, by Wilde.

Plea for Film Fee Cuts Given N. Y. Legislators

Strong support of pending legislation that would amend the motion picture license fee schedule in New York State as an aid to an industry "generally recognized as being in financial straits," was announced yesterday by the Commerce and Industry Association of New York, Inc.

In letters to leaders of both parties in the Legislature urging enactment of the measure (S. Int. 1711; A. Int. 2256) jointly introduced by Senator Marchi of Staten Island and Assemblyman Savarese of Queens, Association secretary Arnold Witte cited the fact that the schedule of license fees still being charged today by the Motion Picture Division of the Education Department was enacted some 40 years ago when modern distribution methods were unknown.

An accompanying Association memorandum noted that both the Federal Government and the City of New York have given tax relief to the industry after exhaustive studies confirmed its "ailing status."

The Marchi-Savarese bill would increase the fee for the original film (which is actually reviewed) from \$3.00 to \$4.00 per thousand feet, but decrease the fee for additional prints from \$2.00 per thousand feet to a flat figure of \$6.50 per print.

Services Are Held for Laurence Tisch's Father

General services were held here yesterday at 12:45 P.M. in Riverside Funeral Home for Al Tisch, 63, who died Monday in Houston, Texas. Interment followed in New Montefiore Cemetery, Pine Lawn, Long Island.

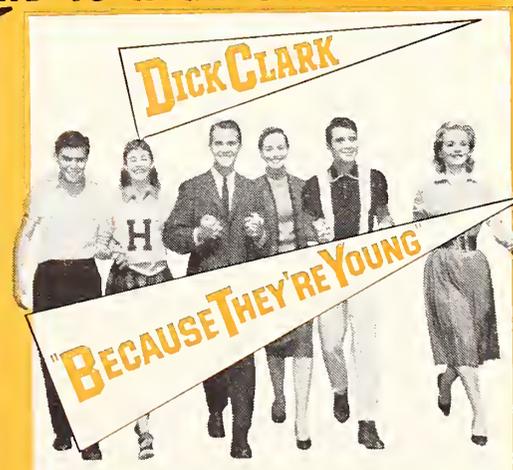
Tisch was the father of Preston Robert Tisch and Laurence A. Tisch, who is director of Loew's Theatres, Inc., and chairman of the finance committee.

ABC Vending Names Bell

Arthur E. Bell, assistant treasurer of ABC Vending Corp., has been elected controller. Bell was formerly assistant treasurer of RKO Theatres.

HIT RECORD IS HIGH ON "B.T.Y."!

Promotion #5



DICK CLARK

BECAUSE THEY'RE YOUNG

All-out plugging planned for pop-platter of title song by **DUANE EDDY and THE REBELS!**

Michael CALLAN · Tuesday WELD · Victoria SHAW
WARREN BERLINGER · ROBERTA SHORE

James DARREN · Duane EDDY and the REBELS

Screenplay by JAMES GUNN • Based on a novel by JOHN FARRIS • Produced by JERRY BRESLER
Directed by PAUL WENDKOS • A DREXEL PRODUCTION

The High Spot This Spring From Columbia!



The problem of the **PAINTED GRASS**

How to photograph grass in December so that it had June's tender green. That was the problem. That and—the producer hastily added—how to do it on a limited budget. How this problem was solved is a complete story in itself. Needless to say, it fell within the scope of the Eastman Technical Service for Motion Picture Film, an organization devoted to the service of the industry. Offices at strategic centers. Inquiries invited.

For more information write: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



L. 87, NO. 25

NEW YORK, U.S.A., FRIDAY, FEBRUARY 5, 1960

TEN CENTS

Brotherhood

Large Greater Brotherhood Drive Efforts

Youngstein Says NCCJ
Needs to Give More Tools

(Picture on Page 2)

A plea for improved communication between headquarters of the National Conference of Christians and Jews and its amusement industry division, in order that the latter may be equipped to do a better annual job of fund-raising and dissemination of information for NCCJ was made at an amusement division luncheon at the Hotel Astor here yesterday by Max E. Youngstein, chairman.

William Heineman, United Artists vice-president, and Spyros S. Skouras, president of Skouras Theatres, who served as co-chairmen of the amusement division for the 1956 NCCJ campaign, were appointed dis-

(Continued on page 2)

Bootham SAG Branch Backs Parent on Strike

The New York branch of Screen Actors Guild has voted unanimously to back the parent organization in Hollywood in the current mailed referendum of SAG members on a strike against major production companies over the issue of guild participation in revenue from sales of post-1948 films to television.

SAG has distributed ballots to its 10,000 paid up members asking authorization to call a strike against any

(Continued on page 2)

Col. Feb. Releases at \$8,000,000 Cost

Columbia Pictures is releasing three major films this month with a total negative cost of \$8,000,000, according to Rube Jackter, Columbia vice-president and general sales manager.

The three films are Carol Reed's "Our Man in Havana," Stanley Donen's "Once More, With Feeling," and Ansark-Sidney's "Who Was That Lady?"

Strike or No, TOA Sees 150-250 Films for '60

There are about 150 features either completed or far enough along in production to permit their release in the event of a studio strike, Theatre Owners of America estimates in a current membership bulletin.

If a strike is called, TOA predicts the companies will stretch this product to cover all of 1960. If a strike is avoided, the exhibitor organization says an additional 100 releases may be expected this year from 10 national distribution companies. It points out that this would compare with a

(Continued on page 7)

House Subcommittee

Asks More Care in Code Enforcement Also Proposes Study of Adding Public Members to Appeal Board; Ad Markings

By E. H. KAHN

WASHINGTON, D.C., Feb. 4.—The motion picture industry was called on today to exercise greater care in enforcement of its Production and Advertising Codes as the House Postal Affairs subcommittee concluded hearing testimony from industry representatives on film content and advertising.

A summary of conclusions reached by the subcommittee, which is headed by Rep. Kathryn Granahan (D., Pa.), was presented following testimony by Abram F. Myers, chairman and general counsel of Allied States, and Mrs. Margaret Twyman, director of community relations for the Motion Picture Assn. The concluding statement of Rep. Granahan was read for her by Rep. Oliver (D., Maine) who presided in her absence due to illness.

Rep. Granahan urged the MPAA to give "serious thought" to two specific recommendations for additional action which members of the subcommittee presented during the hearing. They were as follows:

"1. Consider the desirability of

(Continued on page 6)

American Legion Drive on 'Invasion' By Reds to Begin in March Magazine

The campaign of the American Legion to alert its membership to what it calls a "renewed invasion of American filmdom by Soviet-indoctrinated artists" will start with an article in the March issue of its monthly magazine, it was learned yesterday.

A spokesman for the Legion said the March issue, which is now on the press, contains a detailed report on screen writer Dalton Trumbo and the number of instances in which he was mentioned in connection with Com-

(Continued on page 7)

Blair Elected Head of N. Y. Film Producers

Lee Blair, of Film-TV Graphics, has been elected president of the New York Film Producers Association. He succeeds Nathan Zucker, of Dynamic Films, who has been president for the past two years. Also elected

(Continued on page 3)

10% Attendance Rise Is Cited by Balaban

Box office receipts at theatres all over the country are up 10 per cent over January, 1959, to continue the rise of film attendance that started last April, Barney Balaban, president of Paramount Pictures, told the *Wall Street Journal* this week.

Balaban credited the upsurge—which last year was 7.3 per cent over

(Continued on page 3)

Little Industry Benefit In War-Damages Bill

From THE DAILY Bureau

WASHINGTON, Feb. 4. — The House Commerce Committee today approved a bill that seems to cut the film industry off short from payment

(Continued on page 7)

REVIEW:

Once More with Feeling

Stanley Donen—Columbia

VIVACIOUS COMEDY OF the sophisticated variety illumines a novel and quite improbable plot in the screen version of Harry Kurnitz's stage play, "Once More with Feeling." It is played with zest and an air of enjoyment that is communicated to its audience by an engaging cast headed by Yul Brynner and the late Kay Kendall.

In color by Technicolor, and with a number of visually happy

(Continued on page 7)

Mich. Officials in D. C. Voice Wage Bill Plea

From THE DAILY Bureau

WASHINGTON, Feb. 4. — Four representatives of Michigan Allied visited their Congressmen today to call to attention the need for continuing to exempt motion picture theatres in the event the minimum wage law is changed.

Milton H. London, president of

(Continued on page 6)

Skouras Receives Award For Family Pictures

Special to THE DAILY

DALLAS, Tex., Feb. 4. — Spyros P. Skouras was awarded the highest honor of the Texas Women of the Motion Picture Industry at the close of 20th Century-Fox's second regional showmanship meetings here this

(Continued on page 3)

PERSONAL MENTION

MARTIN SWEENEY, executive vice-president of the Todd-AO Corp., and **FRED J. PEIFF**, chief engineer, will leave here on Monday for Chicago.

ARTHUR SACHSON, vice-president and general sales manager of Valiant Films, has left New York for Chicago and the Coast.

WALTER SILVERMAN, Columbia Pictures manager in New Haven, has returned there from Boston and Hartford.

LON JONES, unit publicist for **CHARLES SCHNEER**'s "I Aim at the Stars" for Columbia, will return to New York today from London.

J. S. SILBERSTEIN, general manager of the Grove and Ridge Theatres in Oak Ridge, Tenn., has entered a hospital in Baltimore for treatment.

HOWARD B. KINSER, branch manager for 20th Century-Fox in Indianapolis, has left there for Dallas.

HAYA HARAREET is in Minneapolis from Hollywood as part of the campaign to publicize "Ben-Hur."

AMPA Lunch Feb. 18 Will Honor Si Seadler

Si Seadler M-G-M's eastern director of advertising will be honored at the Associated Motion Picture Advertisers' luncheon to be held Thursday Feb. 18 at the Hotel Piccadilly it was announced by Bob Montgomery AMPA president.

Al Floersheimer Jr. newly-elected vice-president of AMPA and David A. Bader will act as co-chairmen of the luncheon committee. Serving on the committee will be Charles Ali-coate, Paul Greenhalgh, Sam Horwitz, Ray Gallo, Blanche Livingston, Adeline "Pat" Padula and Vincent Trotta.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
FRANK SINATRA • GINA LOLLOBRIGIDA
in A CANTERBURY PRODUCTION
"NEVER SO FEW"
An M-G-M Release
In CinemaScope And METROCOLOR
and GALA NEW STAGE SPECTACLE "LET'S GO PLACES"



Max E. Youngstein, vice-president of United Artists and chairman of the Amusement Division of the National Conference of Christians and Jews, discusses campaign plans with **Dr. Lewis Webster Jones**, president of the NCCJ (left), and **Dr. Sterling W. Brown**, executive vice president of the organization, right.

Gotham SAG

(Continued from page 1)

producer of theatrical films who refuses to grant it such participation. The strike authorization must be approved by 75 per cent of the membership to be effective. The SAG board unanimously recommended an affirmative vote by members.

Approximately 400 New York SAG members, largest attendance in the organization's history, attended the meeting at which support was voted the Hollywood parent.

Contract Extended

SAG's contract with major studios expired last Sunday but has been extended on a 10-day cancellation basis pending completion of the strike vote, which is expected by Feb. 22.

Extras Support SAG; Urge Strike Approval

From THE DAILY Bureau

HOLLYWOOD, Feb. 4. — The board of directors of the Screen Extras Guild has voted unanimously to support the action of the Screen Actors Guild in asking authorization to call a strike. The SEG board urged all its members who also are members of SAG to be sure to vote "yes" in the SAG strike authorization referendum now under way.

NT&T Promotes Sharp

LOS ANGELES, Feb. 4.—In a realignment of the NT&T Amusement Corp. film buying and booking departments, assistant film buyer Everett Sharp has been named head of the Southern California division booking department. Dan Polier, who formerly held the position, will move into film buying.

Pepsi-Cola Had Best Year, Decade in History

The Pepsi-Cola Company in 1959 enjoyed the best year, and completed the best decade, in its history, Herbert L. Barnet, president, reported. Barnet reported that Pepsi-Cola broke its record for sales and earnings during 1959, while plant expansion by the company and its bottlers doubled that of the previous year.

William C. Durkee, vice-president in charge of marketing, announced two product innovations, the largest advertising budget in the company's history, including a \$1½ million network radio campaign; and \$18-20 million automatic vending machine placement program. The product innovations are a full range of flavors called "Patio," a 16-ounce bottle in certain markets as an additional package. The new flavor beverages include orange, grape and root beer, with other flavors to be added later.

N. Y. Has New Measure Against Discrimination

Special to THE DAILY

ALBANY, N. Y., Feb. 4. — The definition of "places of public accommodation" in that part of Section 40, Civil Rights Law, prohibiting discrimination because of race, creed, color or national origin, would be extended to include "institutions, clubs, organizations or places of accommodation which sponsor, conduct or permit be conducted on premises over which it has ownership, operation or control, a contest, exhibition or show to which the public is invited for a consideration and for which a license is required by the state or a sub-division thereof," under the terms of a bill introduced by Assemblyman Charles T. Eckstein, Queens Republican.

It would take effect immediately.

Brotherhood

(Continued from page 1)

tribution and exhibition chairman, respectively.

Youngstein said that because current work as United Artists vice president will keep him on the West Coast until June, he will be obliged to delegate much of the work of this year's campaign to others, but promised to accept the chairmanship if it is offered to him again next year "and do the kind of job I believe can be done."

He expressed disappointment over what he regarded as disappointing results of some previous year's NCCJ amusement division campaigns, and attributed it to failure of NCCJ to integrate its work with that of the division.

"The ideals and objectives of this campaign are the highest," Youngstein said, "and some of the industry top people have applied themselves to it. But the results are disappointing. I believe that means we haven't found the right ways to tell the industry what NCCJ is about or what it does with the money raised. The spread between our intentions and our achievement is too great. Unless NCCJ works with the industry and gives it the tools, we will continue to fall short of our potential."

Several Activities Described

Dr. Lewis Webster Jones, NCCJ president, then described the organization's work in the fields of teaching, training, inter-denominational conferences, instruction of youth leaders in brotherhood work, and the development of a Youth Program and cooperation with Religious News Service. He said the industry could be of particular help in expanding the youth program and extending NCCJ representation to every major community in the U.S.

"Nothing will help abate prejudice more," he said.

Heineman advocated enlisting the help of Al Myrick, Allied States president, and Al Pickus, Theatre Owners of America president. Lining up the cooperation of all circuit and industry organization heads was proposed by Sol Schwartz, RKO Theatres president, a former campaign chairman.

The annual Brotherhood Week observance is set for Feb. 21-28. Specific plans for the industry campaign are to be worked out as rapidly as committees are completed and in a position to function.

About 80 industry leaders attended yesterday's luncheon.

BOOKER WANTED

Film booker wanted for leading New Jersey theatre circuit. Write stating experience and qualifications.

Box 26, MOTION PICTURE DAILY
1270 Sixth Avenue, New York 20, New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-310. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 10¢.

Directors Nominate 5 DGA 1959 Award

From THE DAILY Bureau

HOLLYWOOD, Feb. 4. — Five names selected by the Directors Guild of America for directorial achievement for 1959, who will receive awards at the DGA dinner, Friday night in the Beverly Hilton, alphabetically, are: "Anatomy of a Murder" director, Otto Preminger; assistant, David Silver; "Ben-Hur" director, William Wyler; assistants, Gusti and Alberto Cardone; "Diary of Anne Frank" director, George Cukor; assistant David Hall; "The Sandlot" director Fred Zinnemann; assistant Piero Musegga; "The Like It Hot" director Billy Wilder; assistant Sam Nelson. There will be a top award but this one will not be announced until the night of the dinner.

Awards Honored

(Continued from page 1)

Alex Harrison, 20th general manager accepted on behalf of company president who is out of country.

The parchment scroll was presented to Harrison for his "tireless efforts in the field of family entertainment, and particularly the production of the film of Flanders."

Present at the award luncheon were representatives of all major circuits independent exhibitors who were welcomed officially by Sheriff Decker, Dallas, and who on behalf of Governor Price Daniel proclaimed Alex Harrison an honorary deputy sheriff and an Admiral of the Texas Navy. Seven 20th-Fox branch managers and their regional advertising-publi-managers were in attendance, as were reporters from every Dallas newspaper and television station.

Exhibitors were shown 20th's comed merchandising and exploitation campaigns on films set for release as early in the future as May. The meetings were hosted by Dallas branch manager T. O. McCleaster and regional ad-publicity manager Jimmy Espie.

Interstate Names Taylor Star of the Year

Elizabeth Taylor was honored recently as winner of the annual "gold-script award" and was selected as Star of the Year by the Interstate Circuit. Presentation of the annual award made to the actress here for her performance in "Suddenly, Last Summer" by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, of which Interstate is part.

Miss Taylor will fly to Dallas, headquarters of the circuit, to attend an annual banquet later this year.

Mirisch Offices Here

The Mirisch Company has established new offices at 60 East 42nd street here. Guy Biondi is Eastern publicity representative for the company.

Balaban Sees Attendance Up

(Continued from page 1)

1958—so far in 1960 to an unusually large number of popular pictures showing at once.

Turning to the Screen Writers Guild strike against the major companies, Balaban said that Paramount has not been adversely affected until now. "We're in pretty good shape so far as scripts are concerned," he said, and noted that the company has stockpiled 15 films, acquired through co-production deals or purchased from outside producers, ready for future release.

Major companies, it has been widely speculated in the industry, may promise the guilds not to release the post-1948 films to TV for at least one or two years. This supposedly would pacify the guilds, lift the strike threat and give both sides sufficient time to reach a compromise settlement.

Paramount's net income from operations last year was about the same as 1958's operating profit of \$4,567,000, Balaban said. But per-share profit may top the \$2.60 a share earned from operations in 1958, because there were fewer shares outstanding at the end of last year than at the end of 1958. Paramount revenues last year were up "a little bit" from \$104,000,000 in the

preceding year but higher costs prevented an increase in operating income, he said.

Income from operations in the first nine months of last year was \$3,644,000 or \$2.14 a share compared with \$3,087,000, or \$2.11 a share on a greater number of shares, in the like 1958 period. Income for the two periods did not include \$2,965,000 in non-recurring income for the 1959 months and \$10,662,000 for the 1958 period.

Balaban said Paramount will have received by the end of 1960 \$14-\$15,000,000 of the \$35,000,000 guaranteed by Music Corporation of America, when it purchased Paramount's pre-1948 films in 1958. Paramount expects to receive the balance of the \$35,000,000 at the rate of from \$5-\$8,000,000 yearly, starting next year, he said.

Paramount may receive an additional \$15,000,000 from MCA—above the \$35,000,000—depending on the latter's ability to reach certain rental levels in marketing the pre-1948 films to television, Balaban said the rentals are moving swiftly, with the result that Paramount is assured to date of receiving at least 40 per cent of the additional \$15,000,000.

45 New Members Are Enrolled in Tent 35

New members of New York Variety Club Tent No. 35 will be seated on the dais at the tent's "Showman of the Year" luncheon to Joseph Levine at the Hotel Astor on Feb. 15.

Forty-five new members have been enrolled in the tent during the last two weeks and more applications are being received daily.

More than 300 barkers are expected to attend the luncheon which will be marked by a number of entertainment "gimmicks."

Martin Starr, Broadway-Hollywood commentator, and designated Barker-greeter of Variety Club of New York (Tent 35) once again will "glad-hand" the guests as they arrive.

Meanwhile, Harry Brandt, chief barker, has made a series of appointments to implement the expanded activities of the tent. Ira Meinhardt, former chief barker, will serve as fixer. Morton Sunshine has been named public relations director and Al Steen will serve as press guy. Jack Rosenfeld has been appointed chairman of welfare.

To Attend 'Can-Can' Bow

Maurice Chevalier, one of the stars of 20th Century-Fox's "Can-Can," will journey to Melbourne, Australia, to attend the March 24 premiere at the Esquire Theatre there.

35 Dates for 'Sheba'

Edward Small's "Solomon and Sheba" will open in 35 key regional engagements during February, United Artists announced.

Blair Elected

(Continued from page 1)

were William Van Praag, of Van Praag Productions, executive vice-president; Robert Lawrence, of Robert Lawrence Productions, first vice-president; Robert Crane, Color Service Co., second vice-president; Albert Hecht, Bill Sturm Studios, secretary and Edward Lamm, Patheoscope Company of America, treasurer.

Six Named to Directorate

Elected to serve on the Association's board of directors were Steve Elliott, Sandy Greenberg, Dave Home, Martin Ranshoff, Henry Strauss, and F. C. Wood, Jr. Also included on the board of directors are former presidents of the producer organization.

Richardson for 'Exodus'

HOLLYWOOD, Feb. 4. — Otto Preminger, director of the forthcoming "Exodus," has signed Sir Ralph Richardson, British actor, for the part of General Sutherland in the film, based on the Leon Uris novel. Shooting will be started on March 28 in Israel and on the island of Cyprus.

Walter P. Foster, 45

ATLANTA, Feb. 4.—Walter Price Foster, 45, projectionist and lighting specialist at the Fox Theatre here since 1945, is dead of a heart attack at his home in this city.

'Feeling' Date Here Set

Columbia's "Once More, With Feeling" will open at Radio City Music Hall on Thursday, Feb. 11.

PEOPLE

Catherine F. "Kitty" Flynn, booker in Paramount's New York branch, was honored at the Astor Hotel here last night by the Independent Theatre Owners Association of New York. Harry Brandt, president of ITOA, presented Miss Flynn a plaque for "her many years of devoted service to the exhibitors of the Metropolitan area."

Carl Stack, for the past 12 years general sales manager and director of Warner Brothers Pictures, Ltd., London, has been engaged by Samuel Goldwyn and Columbia Pictures as European sales coordinator on the road show engagement of "Porgy and Bess." He will cover both Great Britain and the Continent, making his headquarters at the Columbia offices in London.

Theodore "Ted" Gamble, head of Gamble Enterprises, Portland, Ore., active in the theatre, television and radio fields, has been reelected to the board of directors of TransAmerica Corp.

J. S. Copley, a veteran of 35 years with National Carbon Co., division of Union Carbide Corp., most recently Eastern division manager of electrode sales, has been named to the newly-created post of manager of personnel development. He will be in charge of recruiting and training of new marketing department personnel.

Actress Withdraws from 'Wong'; Shooting Ends

Illness of actress France Nuyen, which has temporarily shut down filming of Ray Stark's "The World of Suzie Wong," yesterday forced her out of the title role opposite William Holden and precipitated a second global search for another "Suzie." While costs mounted on the film, Stark confirmed "with extreme regret" that Miss Nuyen had withdrawn from the film cast because of a recurrence of a throat infection that had developed into tonsillitis and laryngitis.

In the meantime, Stark's agents in America, France, Hong Kong, Korea, Japan and the Philippines have begun screening candidates for the role in hopes of resuming work within a week on the picture. The production company recently returned to London from a four-week location in Hong Kong and it is understood that they will have to go back there next spring to re-shoot exteriors. The second location will be made upon completion of the filming in London.

7 Weeks for 'Petticoat'

"Operation Petticoat," Universal-International release, will start record seventh weeks of its first-run hold-over engagements in 21 key situations today either in the original theatres where it opened or in moveovers.

RADIO CITY

...AND THE LINES THAT STARTED HERE ARE CONTINUING TO FORM AROUND THE NATION'S THEATRES PLAYING THIS

"OPERATION PETTICOAT SHATTERS 6 ALL-TIME RECORDS IN 27 YEAR HISTORY OF THE *RADIO CITY MUSIC HALL!*

1

GROSSED
\$1,202,294
TO TOP ALL
7-WEEK RUNS!

2

BIGGEST SINGLE
DAY... \$40,295!

3

BIGGEST SATURDAY...
\$38,294!

4

BIGGEST WEEK-DAY... \$31,710!

5

BIGGEST 1st 4-DAYS! \$144,843!

6

\$1,000,000 GROSSED ON 37th DAY... FASTEST IN THEATRE'S HISTORY!

BLOCKBUSTER!

BIGGER THAN "LIFE"*

BIGGER THAN "TALK"*

BIGGEST OF ALL

**"OPERATION
PETTICOAT"**

in its first 154 engagements, is running

98.22% ahead of * "IMITATION OF LIFE"

41.6% ahead of * "PILLOW TALK"

**NOW BREAKING ALL-TIME
U-I RECORDS EVERYWHERE!**



Minimum Wage Hearings Of House Start March 1

From THE DAILY Bureau

WASHINGTON, Feb. 4.—A House Commerce subcommittee has scheduled hearings on minimum wage legislation to begin March 1. The subcommittee, under the chairmanship of Rep. Phil M. Landrum (D., Ga.), will start by hearing Secretary of Labor Mitchell.

Mitchell is expected to renew the Administration's plea for expanding the coverage of the minimum wage law. The administration opposes any increase in the actual pay floor.

Wage Bill Plea

(Continued from page 1)

Michigan Allied, told MOTION PICTURE DAILY that the group had visited with Senators Hart and McNamara to give them the facts about theatres and minimum wage legislation. Both were "apparently impressed," and McNamara, a member of the Senate Labor Committee, promised to call to the attention of that group the position of the theatres.

The Michigan group—which also included M. F. Gowthorpe, president of Butterfield Theatres; Woodrow R. Praught, president, United Detroit Theatres (an AB-PT affiliate), and Alden W. Smith, executive vice-president, Cooperative Theatres of Michigan—had scheduled similar meetings with the three Michigan Congressmen on the House labor committee—Griffin, O'Hara and Hoffman.

AFL-CIO Unions Heard

Concurrent with the visit of the Michigan Allied group, about 100 members of 10 local AFL-CIO unions in four states were visiting their Senators in order to urge the speedy expansion of the minimum wage law. On the unionists' schedule were visits with the following members of the Senate labor committee: Senators Jennings Randolph (D., W. Va.), Harrison William (D., N. J.), Clifford Case (R., N. J.), Jacob Javits (R., N. Y.), and Winston Prouty (R., Vt.).

Mills Defends Industry's Thematic Development

Taylor M. Mills director of public relations for the Motion Picture Ass'n. of America Wednesday night defended the "adult" themes and accompanying film costumes and dialogue during a telephone interview held on John Wingate's newscast over radio station WOR.

Mills said the industry was moving in the right direction and that pictures being produced today are far and away superior to those produced prior to World War II. He added that today's films are geared to levels commensurate with the public taste and that, if screen costumes appear to be scantier than they were 15 years ago, this was because American women are wearing less today.

More Care Is Asked in Code Enforcement

(Continued from page 1)

adding members from the public to the final review or appeal board of the Production and Advertising Codes.

"2. Consider marking ads so that parents can have ready knowledge that the contents of certain films are not proper for children to see."

'Not a Question of Censorship'

Other excerpts from the Granahan statement follow:

"It seems to me that much of what is involved here is not a question of censorship, but rather a question of propriety. The fundamental questions, even though motion picture content or advertising may not be outright obscenity, are: First, is it degrading or objectionable when tested against the moral standards of the American public and second, what good purpose is served by the presentation of motion pictures and advertising which this test discloses to be degrading and objectionable? . . . I believe we need to be ever alert that we do not allow 'art' and 'realism' to be carried too far so as to allow more and more films to be classified in the borderline area when it comes to the matter of decency, proper morals, and good taste."

Appreciative to MPAA

Mrs. Granahan told MPAA their testimony had been "most helpful" but "I urge them to re-appraise and further strengthen their self-policing programs on a continuing basis. . . . We ask assurance of the Motion Picture Association of America that their codes, and their administration of the codes, will be subject to vigorous self-appraisal and reappraisal to make certain that they continue to achieve their full purpose. We feel this is particularly important with regard to advertising. We believe that special attention should be directed to preventing over-selectivity for advertising of small parts of film content, in or out of context, which overdramatize sex or doubtful moral situations."

Favors Self-Regulation

"With reference to the matter of censorship, I wish to again stress that the members of this subcommittee do not advocate censorship of movies by the Federal Government. However, we do strongly advocate an effective self-regulation of all movies shown on the screens of America, so that they meet an acceptable moral and social standard. This—emphatically—should include foreign films shown in the United States.

"The testimony of Mr. Abram F. Myers, chairman of the board of directors of the Allied States Association of Motion Picture Exhibitors, was very enlightening. I hope that there is truth to his observation that the growing opposition to improper matter in certain films will doubtless cause the film makers to be more careful in the future about what goes into such pictures.

"The board of directors of Allied

Obscenity, Profanity in Films Decried by Corinne Griffith

From THE DAILY Bureau

WASHINGTON, Feb. 4. — During today's session of the hearings conducted by the House Postal Affairs subcommittee, Rep. Oliver (D., Maine) read into the record a wire from Corinne Griffith on Hollywood, in which the former silent screen star said, "Anyone who sees no obscenity in pictures today is not telling the truth."

Miss Griffith noted that the situation of which she complained began after a Supreme Court decision held that what is on the stage and in books can also be used in films. She also decried the increasing use of profanity in motion pictures.

Theatre Owners of Wisconsin are to be commended for their resolution, passed January 25, 1960 urging on Hollywood a stricter adherence to the production standards of the industry's Motion Picture Production Code.

"Neither this subcommittee nor any member wishes to injure the industry's prestige and good-will, which has been built up over the years. We wish to be helpful by calling attention to the need for exercise of greater care in the enforcement of its Production and Advertising codes. Some refer to the situation as a breakdown in the codes. I believe the term 'slip down' of the codes would be the way to refer to the current situation."

'Liberally Construed,' Says Myers

Myers, in his comments referred to by Mrs. Granahan had stated, "The Production Code may not have been violated, but it has been rather liberally construed in recent years."

Myers said he believes that public and official reaction to some recent films will not go unnoticed by producers. "Hollywood is attuned to the voice of the people," he said, "That is to say, the growing opposition to improper matter in the films will doubtless cause the film makers to be more careful about what goes into the pictures."

Myers said, "It seems to me that all who consider this subject should bear in mind that in deciding what is proper to go into a picture and what is not, there is not simple choice between black and white. Romance is an indispensable ingredient of great stories and love-making is not carried on by amorphous dummies. Who is to say exactly how far a scene may go—and no further? The Supreme Court in all its wisdom has not been able to draw an exact line and probably will not attempt to do so.

Sees Profanity a 'Passing Fad'

"As regards excessive profanity and other improper language, we can rely on it that this is a passing fad. Allied of Indiana is correct in saying that bad language no longer adds emphasis

to a dialogue. Profanity and the foul letter words by overuse have become cliches and a bore. When this is realized they will pass out of use."

He told the subcommittee that exhibitors "welcomed the Production Code as an asset to the industry good will . . . and have at all times given the Code their moral support. It is as fine an example of self-regulation by an industry as has come to my attention," he said.

Myers said he "fully supports statements made by Eric Johnston, MPAA president, to the subcommittee on Tuesday.

Mrs. Twyman Outlines Procedure

Mrs. Twyman discussed the MPAA's method of providing advance notice of motion pictures to the American public. She outlined four major channels through which the industry performs this function. They were advance submission of film to media critics; advance showing to independent national organization special promotion of outstanding film and providing study guides and special screenings for students.

Mrs. Twyman, a former college administrator, then proceeded to discuss each step in greater detail.

"There is no important newspaper, or news service, or magazine, or publication which may not render its evaluation of the quality or lack of quality, the good taste or tastelessness, the merits or demerits, of a motion picture made by our producers," she said.

Cites Reviewing Groups

She mentioned specifically two major national previewing groups, the Catholic National Legion of Decency, and the Film Estimate Board of National Organizations, and discussed their aims, naming, also, the 10 organizations which review film in advance of their general release.

Special promotion of films is a selective and concentrated effort to call attention to pictures of excellence. Mrs. Twyman said. She added that informing of educators on the content of films is also a major chore.

Both Reps. Wallhauser and Rees (R., Kans.) again urged public membership for appeals board of Code. Mrs. Twyman replied that she felt sure that *McCall's* or *The New York Times* would not ask for a lay opinion of what material to use. The film industry, in like manner, does not wish to delegate authority, and she again mentioned difficulties in trying to assemble a panel that would eliminate prejudice or at least balance prejudices.

Says Johnston Has 'Strong Case'

Wallhauser felt that since Johnston had admitted prior consideration of public membership, others had felt this way and a strong case for it could be made. It would help to assure objectivity in the appeals board. He stressed that the subcommittee was "trying to assist the industry" and that it would be a desirable move from the "public relations standpoint." Rees told the MPAA spokeswoman "You need it more than you realize."

gion Drive

(Continued from page 1)

activity in testimony before House Un-American Activities Committee. Trumbo is one of two writers cited especially by Martin B. McKneally, national commander of the Legion, in a statement issued on Wednesday saying that Hollywood is being "re-educated" by writers "whose backgrounds with respect to Communism are unacceptable." Trumbo was mentioned in connection with both "Spartacus" and "Inherit the Wind." Other writers were mentioned in the Legion statement but referred to "growing revelations that during a period of several years Trumbo and possibly other film writers had similar records with respect to Communist activity in the U.S. have movie scripts to independent producers under false names, thus casting a bald deceit upon the U.S. industry and American movie-

All-Out Effort Pledged

McKneally said the Legion will marshal all necessary resources to alert membership, the general public, Americans in and out of the film industry and motion picture exhibitors to the official records of the people involved and to the implications to the United States film industry and our country of a renewed influx of American filmdom by indoctrinated artists. "The movie-going American public and patriotic motion picture exhibitors will make the final decision as they did ten years ago when they ended the disreputable ideology of Hollywood then dominated by Communist ideology. The American Legion is confident that an informed public will make the right decision for America at the offices of motion picture theatres on America's main streets. The American Legion proposes to see that the public has the facts on which to base a decision."

The Legion statement, which was applied to all wire services on Wednesday, did not appear in the news columns of any morning New York newspapers yesterday. The only reference to it was in New York Mirror Walter Winchell's column. Winchell said the Legion "plans to demand a boycott of 'Exodus,'" but a Legion spokesman called this a "twisting" of the McKneally statement. The story was not picked up by any of the New York afternoon papers.

Call to Texas, L. A.

Frank Cahill, Jr., vice-president in charge of sales for Century Projector Corporation, will attend the convention of the Texas Drive-In Theatre Owners Association in Dallas, Feb. 9-10. From there he will go to Los Angeles for conferences with the Research Council and studio technical departments.

Once More with Feeling

CONTINUED FROM PAGE 1

sets, many of them made the more so by Miss Kendall exhibiting Givenchy gowns and some baubles by Cartier, most women will find especially good to look upon. In fact, so craftily have producer Stanley Donen and his able assistants planned and executed the production, that it has every semblance of being in a much higher cost bracket than it probably belongs. Which is all to the good insofar as audiences, interested mainly in being pleasantly entertained for an hour-and-a-half-plus, are concerned.

Brynner plays a talented but vastly egotistical symphony conductor, harassed by both romantic and professional-business problems of his own making, in a broad, tongue-in-cheek style, as befits, the equally broad situations. Miss Kendall, as his wife in name only, who spends much of her time smoothing over the feelings of orchestra members and patronesses ruffled by the maestro's temperamental outbursts, is fragile and long-suffering. That is, up to a point. The point is reached when she surprises Brynner in a romantic indiscretion, and leaves him forthwith.

Without her soothing ministrations among the victims of his boundless egotism, Brynner's career goes into a sharp decline. Eventually, in order to get a desired contract, he resorts to an announcement, unsupported by fact, that he and Miss Kendall have been reconciled. In scheming to give his falsehood a semblance of truth, he traces Miss Kendall to a college where she is teaching music and has fallen in love with its president, whom she wishes to marry.

SINCE SHE IS KNOWN to the world as the wife of the eminent symphony conductor, she must first be married to him before she can divorce him. As his price for agreeing to a marriage and divorce, Brynner insists she return to his home. There, after going through a marriage ceremony, he ruins her new romance by sending for her fiancé, who arrives to find her in compromising circumstances. By further conniving, Brynner succeeds in restraining his now legal wife from going ahead with her plans to obtain a Mexican divorce.

In a solid supporting cast, Gregory Ratoff makes an amusing agent-apologist for his mercurial conductor-client. Geoffrey Toone is a good choice for the relatively brief role of the disillusioned professional fiancé. Maxwell Shaw stands out as a violinist much abused by the maestro, whose vengeful wrath is turned to honey by the understanding Miss Kendall. Mervyn Johns is good as the preoccupied son of the militant orchestra patroness who, as the price for underwriting the orchestra's losses, insists that every concert open with Sousa's "The Stars and Stripes Forever," with the piccolo players standing at attention for the finale. Donen's direction underlines comedy values.

Intermingled throughout are comedic highlights, farcical interludes, romantic variations and, not too infrequently, some fairly gamey dialogue and situations, which add up to diverting adult fare.

Running time, 92 minutes. Adult classification. Release, in February.

SHERWIN KANE

War Damages

(Continued from page 1)

of its claims for damages suffered at the hands of the enemy in World War II. The apparent exclusion of many industry claims stems from the committee's decision to compensate persons and firms for physical damage only, and not for loss of income, profits, or other income.

If Congress enacts the bill proposed by the House group, the motion picture industry claims will be limited to the value of prints taken and lost to the U. S. owner in the course of enemy action. It will not be possible to make claims for rental of films seized and used by the enemy. Loss of films due to damage or destruction of ships and their cargoes would appear to constitute valid claims under the proposed law.

Must Be Over 50% American

Under the bill, H.R. 2485, corporate claims are allowed only if the firm was more than 50 per cent owned by Americans at the time the loss was suffered and at the time the claim is filed. Where a corporation may not be paid, its U.S.-citizen stockholders may receive payment proportional to their ownership interest in the corporation. Corporate claims will be reduced by the Federal tax benefits received by the firm in prior years arising out of the loss on account of which the claim is filed.

Claims for property loss will be paid in full up to \$10,000. Amounts in excess of this will be paid on a pro-rata basis out of the war claims fund whose total assets are estimated at about \$100,000,000.

TOA Sees 150-250

(Continued from page 1)

total of only 224 features released last year.

However, in a separate compilation termed "The 1960 Product Outlook," also distributed to its members, TOA lists 185 films which it says "are, in the main, completed, and their release in 1960 can be anticipated."

**IT'S
COLUMBIA'S
YEAR
OF
THE
BIG
SEE!**



COMEDY SMASH FROM THE HIT PLAY!

Come February—Fireworks!

Stanley Donen production

**YUL KAY
BRYNNER KENDALL**



"once more,
with feeling!"

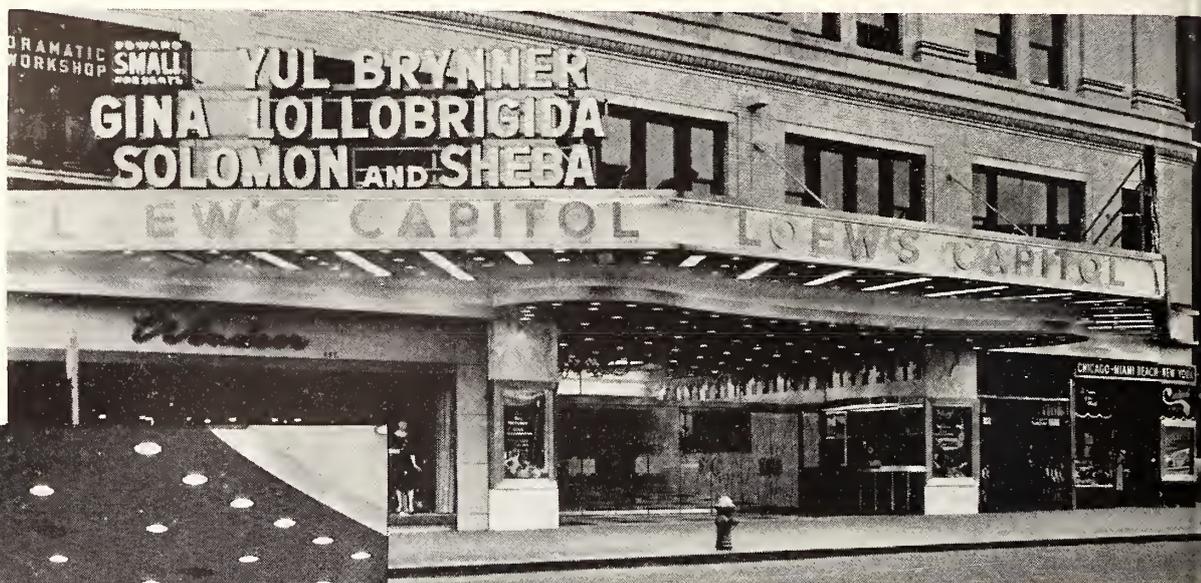
* * * * *

BROADWAY'S NEW CAPITOL

Loew's Renovation of Another of the Motion Picture's Celebrated New York Theatres

COMPLETION of the Capitol this month brought to four the number of Broadway's prominent motion picture theatres remodeled since September. Of these—the others are Loew's State, the Astor and the Mayfair, renamed the De Mille—the Capitol is the oldest in the tradition of great theatres built primarily for the screen play.

Erected in 1919 by Messmore Kendall, it was the largest motion picture theatre of that time, and



The remodeled Capitol presents a modern appearance to the street, with doors almost entirely of glass displaying a marble and mosaic outer lobby (left) illuminated by downlights. A new Artkraft Strauss marquee provides a platform for advertising installations according to bookings.

The remodeling scheme developed by John J. McNamara, New York architect, has restored the grandeur of the original Empire style throughout the interior, introducing modern forms principally at the front and in the outer lobby. The interior has been given even greater spaciousness by the elimination of doors between the foyer and approaches to the audi-

torium. Main floor of the auditorium, and a large section in front of the mezzanine, have been reseatd with American "Bodiform" lounge chairs spaced 40 inches back-to-back. In 1936 the original capacity was reduced to 4400. With the new seating plan the Capitol has a capacity of approximately 3662. In the middle banks the chairs are staggered. The

its original capacity of 5300 rarely has been surpassed. The Capitol's 40 years included many under the management of the late Maj. Ed-

ward Bowes, whose popular stage presentations prepared him for radio fame. It has been a Loew's theatre since 1950.

LOEW'S NEW CAPITOL

*another great theatre
with a modern marquee
designed and erected by*

ARTKRAFT STRAUSS SIGN CORP.

830 Twelfth Ave., New York

M. SINGER & SONS

MANUFACTURERS OF FINE FURNITURE

Salutes

LOEW'S CAPITOL

and Architect John J. McNamara, A.I.A.

*Our furniture has been used in the great Loew's
theatres from 51st and Broadway to Bombay, India*

NEW YORK CHICAGO BOSTON



Views of the remodeled interior — main floor exit (above), auditorium (left and below), and inner foyer.



stolstery fabric is a hard-finish, very red nylon.

A major structural change in the auditorium removed the boxes and ornamental borders of the proscenium arch. This area has been draped by Novelty Scenic Studios in a gold and ivory fabric, with the screen opening closed by a four curtain.

In another internal structural change, a glazed partition behind the main floor seating was moved forward to improve rear row sightlines and deepen the foyer.

In the imposing Grand Lobby, the main foyer, in addition to complete renovation, an escalator has been installed. This divides the great staircase leading to the mezzanine lounge. It can operate at 90 or 120 feet per minute, making the area attractive the upper levels of seating, which account for 2100 of the capacity.

The entire interior has been reupholstered in Loew's new standard pattern, a Holmes fabric with an abstract figure in a field of red, gold, blue and mauve woven of nylon (70%) and wool.

In the remodeling of foyer and lounge area, washrooms were added off the Grand Lobby. Such facilities were formerly available only below this foyer and on the mezzanine.

The outer lobby has been completely redesigned in modern style with a black and white marble floor, ceiling of Italian mosaic marble, mosaic walls and down-

lighting. The box office was moved from an island position to the right side, and an additional box office installed for reserved seat sale. Outer doors are framed in bronze, inner doors in Lucite.

Equipped for 70mm projection and six-channel sound, the Capitol has three Century Model JJ 70/35mm projectors with Ashcraft Super Cinex lamp and rectification systems. Ampex controls provide

for switching according to print recordings.

With these provisions, a new screen was installed, a Technikote XR-171 measuring 61x28 feet. This is mounted on an adjustable

IT'S
COLUMBIA'S
YEAR
OF
THE
BIG
SEE!

CAST-BIG AND LAUGH-BIG!

TONY CURTIS

Who was that Lady?

DEAN MARTIN

JANET LEIGH

**CAMPAIGN-BIG, TOO!
WATCH IT!**

**MULONE
ADJUSTABLE
SCREEN FRAME
installed in the
NEW CAPITOL
on Broadway**

as in so many other fine theatres, including the newly remodeled STATE and ASTOR in Times Square

See your supply dealer for further information about Mulone steel and aluminum frames, adjustable from flat to any practical curvature.

**NICK MULONE & SON
Cheswick, Pa.**

frame by Nick Mulone & Son, Cheswick, Pa., and is given a very slight curvature.

New air-conditioning equipment also has been installed, with cooling by twelve 30-ton Westinghouse compressors hooked up for cutting out units according to occupancy of the auditorium.

A modern refreshment stand

is supplemented by Apco "Soda-Shoppe" beverage dispensers, and refurbishing of the mezzanine lounge included a luxurious installation of furniture by M. Singer & Sons. In the balcony an unusual new installation provides curtains on tracks to cut off seating at such times when less capacity is desired.

The Grand Foyer with staircase bisected by an escalator.



★ ★ ★ ★
**Salute
to Loew's
New Capitol
Theatre**

from

**LITEMORE
ELECTRIC
COMPANY, Inc.**
160 NINTH AVE., N.

*Electrical contractors
for the remodeling of
this famous showplace*

**MARBLE
AND
GRANITE**

in Loew's
**NEW CAPITOL
THEATRE**

*supplied and
installed by*

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C O M P L I M E N T S O F



AUTOMATIC



SOFT DRINK CUP DISPENSERS
with crushed-ice drinks

AUTOMATIC



COFFEE AND HOT BEVERAGE DISPENSERS
with delicious hot soup

*We are pleased
to have been picked
to contribute our
efforts to*

**LOEW'S
NEW CAPITOL
THEATRE**

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**CAPOLINO SONS,
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**Metal Furring, Lathing
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BROOKLYN 23, NEW YORK
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*Specialists in
Monumental Type Building*

MOTION PICTURE DAILY

57, NO. 26

NEW YORK, U.S.A., MONDAY, FEBRUARY 8, 1960

TEN CENTS

TORIAL

House Hearings

Herwin Kane

House Postal subcommittee hearings on film content and advertising in Washington last week was in the only way that could be seen logically expected.

It was a Congressional group proper function it is to extend into obscene and pornographic sent through the mails. Its pretext for addressing itself to picture content—clearly out-of-province—and to film advertising was that the latter is sent in the mails.

It called for no special motion picture hearing. The subcommittee turns its attention, and properly so, to magazines, comic books and printed matter going through the mails. If there is indeed motion picture advertising that is obscene and pornographic, then this is the province of the subcommittee's hearings which that should be determined.

On picture advertising is placed in the nation's most popular magazine and newspapers. No Congressional study of it would be complete without the record showing whether publishers of those media thought advertising they had circulated was obscene or pornographic, whether in any case, it was in poorer moral tone than other advertising or, even, than might be found in the fiction columns of the same media. But there is no indication that the subcommittee will call publishers and editors of the "slick" magazines and metropolitan newspapers, or in the event it should, that any such questioning will be followed. Why the motion picture industry which the U.S. Supreme Court has held is entitled to the same protection under the First Amendment Constitution?

The subcommittee made two worthwhile recommendations — that public hearings be added to the Production Code appeals machinery, and that a multi-classification system be applied to advertising of films unsuitable for children.

The industry is all too well aware of the impracticability and undesirable consequences of those recommendations. (Continued on page 2)

Variety Clubs Calling Attention to Achievements on Behalf of Children

Ten thousand members of Variety Clubs International will call public attention this week to their accomplishments in behalf of the helpless, handicapped and hopeless children of the world. For the second year, Variety Clubs Week, February 8-14, will be celebrated in over 40 cities of the United States as well as in four principal cities of the world: Mexico City, Toronto, Dublin and London.

Full Program Set for Texas Drive-in Meet

Special to THE DAILY

DALLAS, Feb. 7. — A full program of business improvement talks and forums has been arranged for the eighth annual Texas Drive-In Theatre Owners convention at the Sheraton Dallas Hotel here this week.

A board of directors meeting, trade (Continued on page 7)

Ray, Indian Director, Dual Selznick Winner

Satyajit Ray, the Indian director, won two major honors in the tenth annual Selznick Golden Laurel Awards, it was announced at the weekend. He was cited first for the Golden Laurel (Continued on page 6)

20th-Fox Sales Meet In New Orleans Today

Special to THE DAILY

NEW ORLEANS, Feb. 7. — The third in the series of 20th Century-Fox area showmanship meetings gets underway here tomorrow as general sales (Continued on page 7)

Audience of 100,000,000 for 'Oscar' Telecast Is Set as Goal; Would Be New Record for TV

A television audience of 100,000,000—which would be the largest ever to view a single TV program—is the goal set for the Academy Awards telecast by the publicity coordinating group of the advertising and publicity directors committee of the Motion Picture Ass'n. The group, which is headed by Philip Gerard, laid further plans at a meeting on Friday.

Gerard reviewed the highlights of this year's Academy telecast and the work laid out for the three other coordinating groups covering radio and TV, exploitation and advertising. He emphasized that the advertising and publicity directors of all major distributors have pledged their full support.

Harry McWilliams announced a number of promotional highlights that will be coming up in the next few weeks, including the presentation by Mayor Wagner of the proclamation of the City of New York to a well-known film star on Monday, Feb. 15. The Mayor will proclaim Monday, April 4, as Academy Awards Day in New York City. McWilliams also announced that plans are under way for a special AMPA luncheon dedicated to the Academy Awards which will feature several Hollywood personalities,

Date Is Set

Meet Friday On British Sales to TV

Federation of Film Unions Makes Move to Join FIDO

By WILLIAM PAY

LONDON, Feb. 7.—An important meeting on the controversial issue of the sale of theatrical films to television will be held here Friday by representatives of the Film Industry Defense Organization and the Federation of Film Unions. The special conference to work out a method of curtailing the number and frequency of showings of theatrical pictures on TV was asked by the Federation late last month.

The Federation, which consists of six trade unions, has proposed that FIDO be extended to embrace its membership and all other interested bodies.

Call for the meeting was spurred by (Continued on page 6)

Election of Officers Held by WB Board

Officers of Warner Bros. were elected at a meeting of the board of directors here on Friday. They are as follows:

President, Jack L. Warner, executive vice-president, Benj. Kalmenson; vice-presidents, Herman Starr, Stanleigh P. Friedman, Wolfe Cohen, (Continued on page 6)

David Bader Heads Durham Telefilms

Special to THE DAILY

TORONTO, Feb. 7.—William C Durham, president of Consolidated Durham Mines & Resources Limited of Toronto, announced here at the weekend the formation of a wholly-owned television production and distribution subsidiary in the United States known (Continued on page 6)

Myers Modifies Plea for Strict Code Adherence

From THE DAILY Bureau

WASHINGTON, Feb. 7. — A letter embodying Abram F. Myers' second thoughts on the question of advising theatres to show only Code-approved films was placed in the record of the Granahan (D., Pa.) subcommittee by Rep. Wallhauser (R., N.J.). In the quick give-and-take of oral testimony, Myers, who testified for Allied States, of which he is chairman and general counsel, had announced (Continued on page 2)

Skiatron's Suspension Extended Until Feb. 15

From THE DAILY Bureau

WASHINGTON, Feb. 7. — The Securities and Exchange Commission, whose probe into the affairs of Skiatron Electronics and Television Corp. is scheduled to resume on Feb. 10, (Continued on page 6)

TELEVISION TODAY—page 6

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, and AMERICO ABOAF, vice-president and foreign general manager, returned to New York on Friday from Rio de Janeiro.

JESSE CHINICH, Buena Vista's Western sales manager, left here yesterday for Dallas, Oklahoma City and Chicago.

MARTIN H. POLL, president of Gold Medal Studios, has left New York for Hollywood.

KENNETH RIVE, managing director of Gala Films, left London on Saturday for Japan. He is due in New York Feb. 19.

MERV GRIFFIN, TV star, has returned to New York following a series of personal appearances in New England.

JAMES DARREN and EYV NORLUND were married here on Saturday in the Lady Chapel of St. Patrick's Cathedral.

HERMAN COHEN, producer, left New York at the weekend for London.

D. JOHN PHILLIPS, executive director of the Metropolitan Motion Picture Theatre Association, was in Albany, N. Y., last week from here.

BERT I. GORDON, producer-director, will arrive in New York on Wednesday from the Coast.

MPIPP Gets 51 More

HOLLYWOOD, Feb. 7. — Fifty-one additional qualified industry veterans have elected to retire under the Motion Picture Industry Pension plan and have begun receiving the monthly payments, George Flaherty, pension plan board chairman, reported. The total number of retirees under the plan now stands at 565.

EDITORIAL

(Continued from page 1)

mentations and the subcommittee was so informed.

But the House unit's counsel that the relaxation of Code application that has occurred in the last few years, suggests the need for more careful application in the future, is something with which many in the industry agree.

The subcommittee hearing is one more reminder to Hollywood that stretching the Code to its ultimate reasonable limit is neither a victory for the producer nor a clever accomplishment.

Rather, it is a form of recklessness, not always well paid, that puts ammunition in the hands of our critics and exacts its own price of the industry's public relations.

Halt One Cinerama Suit; Another Filed

One stockholder suit against Cinerama Productions seeking to halt the sale of its interest in five Cinerama pictures to Stanley Warner Corp. was dismissed at the weekend by New York Federal Judge Archie O. Dawson but he also granted permission to other stockholders to file a similar complaint.

A previous suit filed by J. Edward and Stacia Pikor was dismissed on the grounds that the plaintiffs lacked jurisdiction to sue. Dismissal was made on a motion by Cinerama Prods. and officers and directors of the company who charged the Pikors lost their status as stockholders when they asked for their stock to be appraised.

At the same time Judge Dawson permitted John Jerome and Stella Pikor to intervene as plaintiffs upon the filing of a proper complaint. Previous papers were "defective," the judge said. He gave them 60 days to re-file.

Meanwhile Alvin Korngold, attorney for the Pikors, said at the weekend they planned to oppose the proposal of Cinerama Productions to acquire real estate in Florida when it comes up for a vote at a stockholders meeting soon.

Wasser to Charlotte

Norman Wasser of the Pepsi-Cola Company left yesterday for Charlotte, N. C. with Joan Crawford where she will receive the Heart Award from Ernest Stellings, president of Stewart & Everett Theatres, on Tuesday evening. Wasser will continue on to Los Angeles, San Francisco, Reno, and then to Squaw Valley for the 1960 Winter Olympics endorsing Pepsi as the official winter drink. His tour will include Chicago before he returns to New York.

Proposes Cancellation Of Md. Theatre Fee

Special to THE DAILY

BALTIMORE, Feb. 7. — Cancellation of the \$250 license fee charged operators of motion picture theatres was proposed late last week to the Maryland state legislature by Senator George W. Della Dem of Baltimore, president of the upper house. Allied Motion Picture Theatre Owners of Maryland is pushing efforts to cancel.

Velde, Cohen to Hold Meeting in Montreal

James R. Velde, United Artists vice-president in charge of domestic sales, and Milton E. Cohen, UA's eastern and Canadian division manager, will meet with the company's Canadian district staff in Montreal Thursday and Friday to develop and implement distribution patterns for UA's \$125,000,000 product program.

The meeting, which will set regional releasing programs for the company's 1960 schedule of 36 to 42 features, including a minimum of 24 double "A" productions at an average rate of two per month, will be led by Charles S. Chaplin, Canadian district manager. Sam Kunitzky, Montreal branch manager, will also attend.

To Stress Local Level Selling

New merchandising methods designed to effect maximum selling impact at the local level and to aid exhibitors and salesmen in the field, will also be detailed at the two-day session, Velde and Cohen will also confer with Canadian exhibitors in the area.

Brotherhood Awards Presentation Feb. 18

The seventh annual Brotherhood Media Awards of the National Conference of Christians and Jews will be presented Thursday, Feb. 18, at 12:15 P.M. at the annual New York Brotherhood Week luncheon in the grand ballroom of the Hotel Astor, it was announced by Taylor Mills, director of public relations for the Motion Picture Association of America, and chairman of the awards committee.

In special ceremonies, formal presentations to the winners will be made by Nancy Walker, Dody Goodman, Marge Champion, and other stars of the entertainment field. The awards are designed to give proper recognition to all divisions of mass media for contributions made during 1959 in bettering human relations and furthering the program of the National Conference. This will be the feature event marking New York's observance of Brotherhood Week to be celebrated Feb. 21-28.

A.F. Myers Ple

(Continued from page 1)

answered a question on this by Wallhauser by indicating that he saw reason why this should not be done.

After completing his testimony Myers promptly wrote to Wallhauser that he "began to wonder" how could advise theatres to limit themselves to pictures with the Code Seal. He wrote the Congressman that recalled that "quite a few years ago some major circuit made a similar decision. The owner of a picture without the seal then sued both circuit and the Hays organization for treble damages under the Sherman Anti-Trust Act. The case was settled out of court, so there is no record of formal legal action.

Calls Boycotts Unlawful

Myers' letter stated, however, "mass boycotts are regarded as unlawful *per se*." In the light of Myers' observation, he wondered if "did not speak a little too fast morning."

On the concluding day of this series of hearings before the Granahan subcommittee, a spokesman for the American Book Publishers Council—a association of 162 publishers—emphatically denied that a book publishing code was practicable or desirable.

Compo Ad Urges Go 'Oscar' Awards Coverage

Increasing reader interest in Academy Awards telecast on April should alert editors to give the event the coverage it deserves, Compo says in its "Editor & Publisher" advertisement in issue dated Feb. 6.

Calling attention to the 80-million audience that watched the show, the NBC-TV program alone last year, the ad says, "it is safe to assume that this year's audience will break even last year's record."

M-G-M Shoots One He

Metro-Goldwyn-Mayer will shoot "Butterfield 8" before the camera here today at the Production Center Studios on 26th Street with a cast headed by Elizabeth Taylor, Laurence Harvey, Eddie Fisher and Doree Merrill. Major sequences of the picture also will be filmed at the Gold Medal Studios, in the Bronx, within eight days of exterior locations scheduled in and around New York City.

'U' Preferred Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of \$1.0625 per share on the 4 1/4% cumulative preferred stock of the company, payable March 1, to stockholders of record Feb. 16.

✓check with.....
national screen service
for the best in SPECIAL TRAILERS

arns of Continued sings in Britain

Special to THE DAILY

ASGOW, Scotland, Feb. 4 (By Mail)—Sir Alexander B. King, British exhibitor, warned here there might soon be only 2000 as in Britain. This would happen he said, if the closing of cinemas continued at the same alarming rate in the present proportion.

looks as if, by the end of the present Conservative Government (five years), instead of having 2,000 cinemas in Britain as we had seven years ago, we might have approximately 2,000.

That number will not be sufficient to sustain a healthy British film industry.

Scotland, said Sir Alex, the proportion of cinema closures amounted to 10 per cent in four years, fifty per cent during 1959. "Yet a few years ago we had 536 cinemas in Scotland."

Fears End of Home Market

warned that there might soon be no home market for British films. Without a home market, there would be no British films to be shown in the Commonwealth and all the other countries abroad. If the present decline in revenue to the industry was arrested, there would soon be no film production.

In the last four years, up to Dec. 1959, said Sir Alex, some 900 British cinemas had closed down. The alarming feature of this was that 60 per cent of them had shuttered during

yd Price, 65, Dies; ied Board Member

Special to THE DAILY

NEWARK, Ohio, Feb. 7.—Floyd E. Price, 65, a onetime member of the Board of directors of Allied States and operator of many Ohio theatres was buried here last week. He died Jan. 31 at Newark Hospital, where he had been a patient for one month.

Price built or acquired theatres in Ohio towns as Mt. Vernon, New London, Marysville, South Park, and in Charleston, and Dunbar, Va. He leaves his wife, Lucy Haw-price, a son, a daughter and his mother.

quire Jerrold Stock

PHILADELPHIA, Feb. 7.—Milton Shapp, president of Jerrold Electric Corp., recently announced acquisition of substantial stock interests in Jerrold by John L. Loeb, senior partner in Carl M. Loeb, Rhoades & Company, New York, and Jack Wrath-er, head of the Jack Wrath-er Organization, of Beverly Hills. In a private transaction, Milton J. Shapp and his wife, whose joint holdings of Jerrold common stock totalled 644,025 shares, agreed to sell 322,000 shares to John L. Loeb and granted options to purchase an additional 222,000 shares to Jack Wrath-er. Jerrold has 1,269,500 shares of common stock outstanding.

REVIEW:

Tall Story

Warner Bros.

IN HIS DUAL role as producer and director of "Tall Story," Joshua Logan has fashioned a highly pleasing film comedy from the screenplay by Julius J. Epstein based on the stage play by Howard Lindsay and Russell Crouse. While it will succeed in delighting all audiences, the film is of particular appeal to teenagers who are certain to identify themselves with the romantic antics of its young and attractive co-stars Anthony Perkins and Jane Fonda. The latter is a newcomer to the screen who projects top talent and ingratiating comeliness in her role.

The boy-meets-girl story has Miss Fonda as a Custer College student whose main objective is to get herself a husband, with particular aim at Perkins, an all-star basketball player and honor student at this small town hall of learning. To be near her heart's desire Miss Fonda enrolls in two of Perkins' classes, in Modern Ethics taught by Ray Walston and the other in science which has Marc Connolly as professor. The guileless Perkins succumbs to the feminine wiles of Miss Fonda, and he proposes marriage in a hilarious scene that takes place within the cramped quarters of a trailer owned by a married couple, Tom Laughlin and Barbara Darrow. Some of the dialogue and situations in this sequence are especially tart and sexy.

Anxious to marry Miss Fonda as soon as possible, Perkins mulls over the idea of accepting a bribe offered him by a voice out of limbo over the radio call box of the taxi he drives in his spare time to throw a game to be played against a visiting Russian team. To solve his dilemma, he purposely flunks Walston's exam in Ethics thus automatically disqualifying himself from the team and the big game.

PERKINS TELLS his tall story to Walston at his home where he leaves the money that had been placed in his taxi by the unknown briber.

After some ingeniously farcical comedy scenes, the stuffy and rigidly principled Walston is blackmailed into giving Perkins an oral makeup exam in a room adjoining the school gymnasium where the Russian team is trouncing the Custer quintet. Perkins passes the test and is rushed into his uniform and onto the ball court where he sparks Custer's last stand leading the team to a last-second victory over the Russians.

At victory party, Walston places the unclaimed bribe money in Miss Fonda's coat paving the way for the early marital union of the couple.

In addition to the fine performances of Perkins and Miss Fonda, also excellent are Walston and Connolly, Anne Seymour who plays Walston's modern but not too ethical wife with a true comedy flair, and Murray Hamilton as the basketball coach.

"Tall Story" unfolds merrily along at a fast-paced comedy clip under the skilful direction of Logan, who has added many fine touches to the story which enjoyed a successful Broadway stage engagement. Bobby Darin, national singing favorite, sings the title song off-screen.

Running time, 91 minutes. General classification. Release, April 16.

SIDNEY RECHETNIK

MGM Reports 'Ben-Hur' Passes \$3 Millions

With new bookings adding to its momentum, Metro-Goldwyn-Mayer's "Ben-Hur" passed the \$3,000,000 boxoffice mark over the weekend, the company reported.

The total attendance, not including students, will be more than 1,450,000, with only 17 reserved seat engagements in progress. An additional 225,000 students, attending at special morning performances, have seen the epic film. The figures do not include the Empire Theatre, London, which is playing to capacity.

At Loew's State in New York, the advance sale stands at over \$150,000, a record. Engagements opened recently in Seattle and St. Petersburg. Due to open later in February are Detroit, Minneapolis and Indianapolis.

Jackter Sees \$10 Million Gross for 'Suddenly'

"Suddenly, Last Summer," a Columbia Pictures release, is well on its way to becoming the company's biggest boxoffice grosser since "Bride on the River Kwai," according to Rube Jackter, vice-president and general sales manager. On the basis of the first 20 engagements, Jackter said, the film may gross around \$10 million domestically.

Distributes 'Lincoln'

Murray M. Kaplan, president of Citation Films, Inc., recently announced his company will distribute "The Face of Lincoln," a featurette produced by the University of Southern California and the winner of two Academy Awards.

PEOPLE

Fred Zinnemann, director, will be the guest of honor at the British Film Critics' luncheon in London early next month. He will be cited particularly for his direction of Warner Brothers' "The Nun's Story."

□

Don Graham, formerly news director for Station WCFI, Chicago, has been named mid-west division merchandising representative for Paramount Pictures, operating out of Chicago.

□

Steve Keegan has been appointed to handle public relations for Paul Hance Productions here.

□

Charles Zagrans, of Arrow Releasing Corp., has been engaged to head local distribution and sales activity of Fanfare Films, Inc., Philadelphia. He will continue his ARC operations.

□

George Lingo, veteran stage hand at Loew's Broad Theatre, Columbus, has been awarded a gold 50-year membership card by fellow members of the I.A.T.S.E. local.

Bill Would Let States Enter Mutual Tax Pacts

From THE DAILY Bureau

WASHINGTON, Feb. 7. — A bill to permit states to make mutual agreements concerning the taxation of non-residents has been introduced by Rep. Melvin Price (D., Ill.). The measure would allow two or more states to enter "into compacts designed to provide uniform tax treatment of non-residents through agreements not to discriminate between residents and non-residents" in matters relating to imposition and collection of state taxes.

Before going into effect, such compacts would have to be approved both by the state legislatures and the Congress.

A similar measure was proposed in the Senate last year, but the judiciary committee failed to send it to the floor.

The House judiciary committee last year tabled a bill identical to Price's.

Set Texas-Size Campaign For 'Voyage' in Texas

What M-G-M describes as the biggest TV spot campaign in its history has been set for Texas area starting this week for the Feb. 25 saturation openings of "The Last Voyage." Terry Turner has been there for two weeks lining up a TV campaign which will hit more than 250 towns, covering not only the key and chart city openings but towns which will be booking the picture for playoff dates. TV expenditures are in addition to a concentrated newspaper campaign.



“CRACK IN THE M
ative, off-beat
prove to be a
for both exhibi



** Darryl F. Zanuck, trailblazer of hits like “Gentlemen’s
“Snake Pit”...revealing to the 20th sales force the ex
characteristically daring new production, a completely
and betrayal.*

'OR' is different, provoc-
ncerely believe it will
and unique experience
and audiences..."

How many people do you see...**SIX?**
We say there are only **THREE!**



ment", "Pinky",
ary values of his
story of love

CRACK IN THE MIRROR

CINEMASCOPE

Featuring ALEXANDER KNOX · Produced by DARRYL F. ZANUCK · Directed by RICHARD FLEISCHER · Screenplay by MARK CANFIELD · Based on the novel by MARCEL HAEDRICH

A Darryl F. Zanuck Productions, Inc. Picture • Released by 20th Century-Fox



WGA Votes Today On Striking Webs

From THE DAILY Bureau

HOLLYWOOD, Feb. 7. — The likelihood of a strike against the networks: NBC, CBS and ABC by freelance writers of television films became much greater on Friday as the Writers Guild of America decided to let its contract with the networks covering film services expire as of Saturday midnight. Expiration date had previously been extended for one week in order to permit continuing negotiations.

Official strike action by the guild cannot be taken without formal approval by guild council, which has already been authorized by the membership to call a strike should negotiations break down. The council is scheduled to meet Monday night.

Should a strike order be issued by the council it would deprive the networks of all services by approximately 60 guild members working on freelance network film projects here and in the east.

Temporarily unaffected are some 300 writers of live shows, radio shows and the group known as "staff writers," who are covered in a separate contract expiring March 31 on which negotiations will commence next week.

Skiatron Corp.

(Continued from page 1)

today extended until Feb. 15 the suspension of all trading in the common stock of that firm.

When the inquiry resumes, one question sure to come up is the admissibility into evidence of transactions by Matthew M. Fox in the stock of Television Industries, Inc., which was formerly called C & C Super Corp.

Reports filed with the SEC by Fox show that Fox acquired 875,000 shares of C & C Super on June 14, 1955. On the same day, they were all reported as being held by unnamed lenders as collateral for loans.

During 1955, Fox reported a number of purchases and sales of the stock. In his report for June, 1956, Fox stated that 100,000 shares had been sold by the pledgee and that the remaining 775,000 were all pledged as collateral.

In June, 1958, there was a reverse split of 1 for 10 in the stock of C & C Super, and its name was changed to Television Industries, Inc. In his report for July, 1958, Fox reports ownership of 75,140 shares of TVI, and the fact that 64,640 shares were held as collateral for loans.

Most recent reports to SEC by Fox — which cover the last three months of 1958 and through November, 1959 — were dated Jan. 26, 1960. The reports show numerous sales of TVI stock by pledgees. In the most recent statement, for November, 1959, Fox reports holdings of 37,350 shares of TVI, all of which were pledged as collateral.

AROUND THE TV CIRCUIT

with PINKY HERMAN

ABchieftains Leonard Goldenson, Ollie Treyz and Si Siegel have returned to New York from the net's O & O stations Coast meet (Jan. 26-29) with great optimism regarding the business outlook for 1960. Incomplete reports up to now reveal that 1959 was the "best year in its history," with TV gross billings totaling \$125,000,000, which is 20% over the \$103,000,000 billed in 1959. Insiders look for a 1960 figure of about \$150,000,000. . . . The Nate Sommers, (he's mgr. of operations at GAC) became parents of a baby girl this week. . . . Enthusiasm got the better of us and we printed in last week's pillar that two Sylvania Award Winners were "completely designed, set-up, photographed and edited" at K & W Film Service. A very nice letter from Prexy Ralph Koch arrived in the mails to thank us for the rave notice but that K & W Film Service merely supplied the film and optical effects for "Meet Mr. Lincoln" and "American Civil War." Don Hyatt produced the former for NBC's "Project 20" series while the latter was co-produced by Roy Beredith and Bill Kaland for Westinghouse. (sooo, we made a mistake—sooo kill us.) . . . Irving Paley, former advertising and promotion director for Paramount Gulf Theatres in New Orleans, has succeeded Lee Francis as adv. and promotion head for ABC-TV Films. . . . Negotiations are taking place to extend Mel Allen's contract with the N. Y. Yankees. Mel, who used to broadcast both the Yankees and Giants games from 1939 thru 1943, came back after a three year hitch in the Army to do the Yankee games exclusively on both radio and TV. . . . Mister & Missus Music, Les Paul & Mary Ford leave this week for a p.a. tour of the south, returning to Gotham April 14 to debut in their first N. Y. Nite Club engagement (Latin Quarter.) . . .



Visiting Joe Franklin's "Memory Lane" WABC-TV vehicle a recent morning we congratulated Martin Block on his 25th anniversary in radio and gave him a pat on the back for his fine work in raising money for the Heart Fund. Also featured on the program was a beautiful, charming and talented young lady named Betty Cox, whose latest Dot Album which she made with Lawrence Welk reveals a voice that matches her looks. This gal deserves a regular featured spot on a network TV program. . . . We recommend that the entire broadcasting industry and its related fields read Robert E. Kintner's speech which he delivered recently at the special meeting of the Assn. of Nat'l Advertisers at the Hotel Plaza in N.Y.C. There are far too many sage observations and suggestions so rather than choose random quotes we merely say "get copies of the speech." (NBC, we think, would be happy to supply the entire speech gratis.) . . . The Friars Club will honor Jack Barry with a dinner Saturday. . . . Thrush Tina Robin returns to town from a successful p.a. tour to make another LP Album for Signature. (Did anyone ever think to call her the "robingale"?) . . . Reggie Riccardi, after several years with CBS publicity dept., has been named public relations chief for Carmel Quinn Enterprises. . . .



Betty Cox

Bader Heads Durham

(Continued from page 1)

as Durham Telefilms, Inc. Simultaneously, Durham announced the appointment of David A. Bader, a veteran of the television industry, as president and managing director of Durham Telefilms. Bader has also been elected as a member of the board of directors of the parent company in Canada.

Prior to his association with Durham, Bader was vice-president in charge of sales for Atlantic Television, a position he had held for the past six years. Before that he was executive assistant to Mort Sackett, Commonwealth TV president. Formerly Bader had sales agencies in Hollywood, London and New York.

Lippert Sale to TV

'Disappoints' TOA Unit

Special to THE DAILY

BALTIMORE, Feb. 7.—The Maryland Theatre Owners Association has expressed its "disappointment" to Robert L. Lippert, over the recent sale by his company of 30 of its 1956-1958 vintage films to television, John G. Broumas, unit president, disclosed.

Broumas said the unit's board of directors had adopted a resolution terming the sale "detrimental to the best interests not only of theatremen, but to all facets of our industry." In a letter to Lippert, Broumas said that the board's reaction was also transmitted to Spyros Skouras, president of 20th Century-Fox, which distributed the films theatrically.

U.K. TV Sale

(Continued from page 1)

the recent deal in which producer John Woolf and Major Daniel Anderson sold 55 of their old films to television distributor Associated Rediffusion. The transaction resulted in a decision by the Cinematograph Exhibitors Ass'n. to recommend that exhibitors boycott all pictures made by Woolf and Angel.

Meanwhile, Ellis Pinkney, CEA general secretary, has been circulating all members a list of 65 barred films.

The list includes 10 films not involved in the deal with Associated Rediffusion. They are as follows: "Carrington V.C.," "The Silent Enemy," "The Story of Esther Costello," "The Whole Truth," "Reach for the Sky," "Seven Thunders," "Carve in Name With Pride," "The Sheriff Fractured Jaw," "Room at the Top" and a short, "Harmony Lane."

In Contact with Distributors

Several of these films, however, now out of the control of the producers, and the CEA is in correspondence with the distributors concerned with a view to "whitewashing" such films. "The Sheriff of Fractured Jaw," for instance, is now wholly controlled by Twentieth Century-Fox.

Ray, Indian Director

(Continued from page 1)

Trophy, which goes to the non-American film maker whose work over years has contributed most importantly "to mutual understanding and goodwill among the people of the world while maintaining a high artistic standard."

Secondly, he won the Golden Laurel Award for his picture "Aparajito." This goes to the foreign film making its greatest contribution to the same purposes.

Ray is the first individual to win two major honors in the same year the ten year history of the Selznick awards. He will fly to Washington on Sunday to accept them in a ceremony at headquarters of the Motion Picture Ass'n. Eric Johnston, MPAA president will preside.

In addition to the Golden Laurel "Aparajito," the jury also voted Silver Medals to "Cabiria" (Italy), "Fog Bags Full" (France), "He Who Must Die" (France), "Nine Lives" (New York), "The Roof" (Italy), and "The Seventh Seal" (Sweden). Medals for special documentary achievement went to "Le Mystere Picasso" (France) and "Power Among Men" (United Nations).

Warner Officers

(Continued from page 1)

Steve Trilling, Edmond L. DePati, William T. Orr, and James B. Conling; secretary, Herbert Fresto; treasurer, Thomas J. Martin, controller and assistant treasurer, Walt Meihof; assistant treasurer, Harlan E. Holman; assistant secretaries, Robert J. Obringer and Howard Levinson; and general counsel, Freston & File

Araki Appointed A.A. Manager in Japan

Araki has been appointed general manager of Allied Artists of Japan, Inc., Norton V. Ritchey, president of Allied Artists International Corporation, and William Osborne, International's supervisor for the East, Middle East, Australia and New Zealand, announced at the weekend. Allied Artists of Japan, Inc., has its office in Tokyo, with four branch offices located in Osaka, Naha, Fukuoka and Sapporo. Araki, who replaces Fernando Rodiz, resigned, has been with Allied Artists of Japan as general sales manager since April 1, 1959. He will resign his duties as sales manager in advance to his new post. Prior to joining Allied Artists, Araki was general manager in Japan for Metro-Swyn-Mayer, Ltd., for seven years, concurrent with the appointment of Ritchey and Osborne announced that Victor Suzuki has been named as Araki's special assistant. Araki, formerly with the Toho Company and Nikkatsu Company in Japan, will assume his new duties in Japan.

Variety Clubs

(Continued from page 1)

Members. Such well known institutions as the Children's Cancer Research Foundation, the Jimmy Fund in Boston; the Variety Heart Hospital at the University of Minnesota, a center in open heart surgery; The Children's Research Center in Washington, D.C. and the newly-dedicated Children's Research Foundation in Miami are supported by Variety.

Among the many outstanding members who will celebrate Variety Week nationally are Ed Sullivan, Arthur Godfrey, Maureen O'Hara, Dinah Shore, Eddie Fisher, Guy Darrin, Ralph Edwards, Dick Cavett and Bob Hope.

President Eisenhower Included

Prominent world leaders including President Eisenhower, Harry Truman, the Minister MacMillan, Prince Philip, Lord Mountbatten, Richard Nixon are honorary members of Variety Clubs International and have recently paid tribute to the humanitarian works of Variety.

Variety Week activities include concerts, special premieres, induction of new members, and other gala events designed to remind the public of the entertainment industry's contribution to the children of the world.

Ambassador to Attend

Pierson Dixon, United Kingdom ambassador to the United Nations, accepted an invitation to attend the world premiere of "Sink the Bismarck" on Thursday at the Paramount Theatre here.

Warone' Starts Today

Columbia Pictures' "The Guns of Warone" will go before the color cameras today at the Tatoi Airfield, Athens, Greece. It will move on Feb. 22 to its main location, the island of Rhodes.

Texas Meet

(Continued from page 1)

Exhibit and cocktail party are on the schedule for Tuesday, with business sessions starting Wednesday morning. Tim Ferguson, president of DITOA, will make the keynote address and present his annual report. Other first day speakers include Henry H. Martin, Universal vice-president and general sales manager; Jack D. Braun-nagel of Jay D. Bee Amusement Co., North Little Rock; who will talk on "Exploitation and Promotion"; Grover Hartt, Jr., Dallas attorney, whose subject will be "Censorship—The Exhibitor's Dilemma"; Brandon Doak of Claude Ezell Theatres will speak on the product shortage; Al Reynolds of the same company, on equipment, with an open discussion following.

Nicholson to Speak

James H. Nicholson, president of American International Pictures, will be a speaker following the Wednesday luncheon.

Following an address by Judge Robert W. Calvert, associate justice of the Texas Supreme Court, the Thursday morning session will be devoted to concessions merchandising. Al Myrick, Allied States president, will speak on "Try Inviting Them" at the afternoon session, and will be followed by committee reports and an open forum, at which Edwin Tobolowsky, DITOA general counsel, will be moderator. Drive-in panel discussion groups and a board of directors meeting, will conclude the afternoon session.

The convention will close with a president's banquet.

Kirk Douglas Here for 'Spartacus' Meetings

Kirk Douglas and his advertising-publicity chief for Bryna Productions, Stan Margulies, arrived here over the weekend to meet with top home-office executives of Universal-International to set premiere engagements of "Spartacus" for this coming fall in the United States and abroad.

The head of Bryna will remain in Manhattan ten days for the planning sessions.

Fraser Joins Gottlieb

George Fraser, veteran public relations executive most recently international coordinator on Cecil B. DeMille's "The Ten Commandments," has joined the public relations firm of Edward Gottlieb and Associates.

'Goliath' Still Big

American International Pictures' "Goliath and the Barbarians" took in \$13,600 in the first three days of its run at the Fox Theatre in St. Louis. The film is continuing its run there.

Donna Anderson Queen

Donna Anderson, a star of United Artists' "On the Beach," has been named "Queen of Speed Week" at the Daytona (Fla.) International Speedway starting Feb. 12.

Second 'Hill' Meeting For Butterfield Held

Special to THE DAILY

FLINT, Mich., Feb. 7. — After an enthusiastic meeting on "Home From the Hill" in Lansing with 50 managers of the Butterfield Circuit, MGM later held a similar screening and promotion forum here for an additional 25 theatre men. Dan Terrell, MGM's eastern publicity director, outlined the publicity and advertising campaign that will launch the Sol C. Siegel Production.

Prior to the promotion forum, the Butterfield Theatre managers attended a screening at the Regent Theatre here. The managers came from Flint, Saginaw, Bay City, Port Huron, Pontiac, and other Eastern Michigan cities.

In Detroit Friday

An MGM contingent was in Detroit Friday for the first stop of a six-city tour. Three of the young stars, George Peppard, Luana Patten, and George Hamilton, accompanied by studio publicist Emily Torchia, will then go to Chicago, Dallas, Toronto, New York, and Boston.

To Make 'Murder, Inc.' At Filmways Studio

20th Century-Fox's production of "Murder, Inc.," will be the first motion picture to be filmed at the new \$2,000,000 Filmways Studio here. Producer Burt Balaban will put the crime story into production on Feb. 15 in and around New York City, utilizing actual locations where the famed syndicate operated in Brooklyn, Manhattan and Queens. Interiors will be shot on the Filmways stages.

Stuart Rosenberg, TV director under contract to "Alfred Hitchcock Presents," will make his motion picture debut on this production.

Fox Conclave

(Continued from page 1)

manager Alex Harrison, assistant general sales managers C. Glenn Norris and Martin Moskowitz, and manager of branch operations, Clarence Hill, arrive to participate in the two-day sessions.

New Orleans exhibitors, circuit heads and promotional executives will sit in on the meetings presided over by 20th branch manager William Bryant and regional advertising-publicity manager, Frank Jenkins. The exhibition leaders will be shown 20th's completed merchandising and exploitation campaigns for product set for release into May.

Local newspapers and television reporters will cover the event, interviewing the Fox executives regarding the roster of top attractions to be produced and released by the film company during 1960. The 20th sales contingent will return to New York after completion of the meetings.

Goodman Firm Formed

Morris Goodman, former sales manager of Columbia Pictures International, has announced the establishment of his own company representing independent producers and distributors worldwide. The new company has acquired foreign selling rights to "The Savage Eye," one of the prize winners at the recent Edinburgh Film Festival.

Dr. Ballance Dies

ATLANTA, Feb. 7. — Dr. Charles Ballance, former physician, and for 20 years following World War I represented Paramount Pictures in the Far East and South Africa, died at his home here after a long illness. He was a brother of Harry G. Ballance, Southern sales manager for 20th Century-Fox.

Highschool Newspapers are high on "B.T.Y.!"

Promotion #7

Special ad prepared for school papers coast-to-coast, and youth-slanted publicity material will be read by millions!



Michael CALLAN • Tuesday WELD • Victoria SHAW
WARREN BERLINGER • ROBERTA SHORE
James DARREN • Duane EDDY and the REBELS

Screenplay by JAMES GUNN • Based on a novel by JOHN FARRIS • Produced by JERRY BRESLER
Directed by PAUL WENDOS • A DREXEL PRODUCTION

The HIGH Spot This Spring From Columbia!

COAST-TO-COAST

VARIETY

'Beach' Boff

Philadelphia

VARIETY

'Beach' Big

New York

VARIETY

'Beach' Wow

Detroit

"ON THE BEACH"

VARIETY

'Beach' Boffo

Cincinnati

VARIETY

'Beach' Rousing

Louisville

IS THE MOST

VARIETY

'Beach' Wow

Chicago

BOXOFFICE

IMPORTANT STORY

VARIETY

'Beach' Mighty

Denver

VARIETY

'Beach' Brisk

Los Angeles

VARIETY

'Beach' Wow

San Francisco

OF OUR TIME!

GREGORY PECK • AVA GARDNER • FRED ASTAIRE • ANTHONY PERKINS • IN STANLEY KRAMER'S PRODUCTION OF "ON THE BEACH" INTRODUCING DONNA ANDERSON • SCREENPLAY BY JOHN PAXTON FROM THE NOVEL BY NEVIL SHUTE • PRODUCED AND DIRECTED BY STANLEY KRAMER

THRU
UA

MOTION PICTURE DAILY

87, NO. 27

NEW YORK, U.S.A., TUESDAY, FEBRUARY 9, 1960

TEN CENTS

Reel 'Oscars'

P. Academy Rejects Bid By Movietone

Entry in Old Award Precludes Any in New

Academy of Motion Picture & Sciences has rejected Fox Movietone's request to be permitted to release three of its 1959 special theatrical releases in the Academy's new reel documentary category after the deadline for entries. The Academy last December had its short subjects and documentary awards classification to reels for the first time, but due to mishap Movietone failed to receive a notification prior to Dec. 31, the deadline for entries in the category.

Movietone was desirous of entering "1959 Sports Roundup," "News of the Year 1959" and its special of the Spyros Skouras-Nikita Khrushchev verbal encounter at the Century-Fox studio luncheon for visiting Soviet leader last fall. Learning belatedly of the special (Continued on page 2)

Catholic Theatre Success in Buffalo

Special to THE DAILY

BUFFALO, N. Y., Feb. 8.—A motion picture theatre run under the auspices of a Catholic church here has had a success. The theatre, located to be at present the only one of its type in the country, has Sunday matinees only, and specializes in films for children. The movies shown are (Continued on page 4)

Resolution Suit Against TelePrompTer Dropped

New York Attorney General Louis Lefkowitz has terminated a suit to dissolve TelePrompTer Corp. after the company consented to a decree signed by N. Y. Supreme Court Justice Irving L. Levey which enjoined it from monopolistic practices in connection (Continued on page 4)

House Unit Asks Tough TV Curbs

From THE DAILY Bureau

WASHINGTON, Feb. 8.—Rejecting the broadcasting industry's proposals that it be permitted to tackle its problems through self-regulation, the House Commerce subcommittee at the weekend urged Congress to adopt strict new laws involving criminal penalties for offending sponsors, advertising agencies and broadcasters, and license-suspensions of entire networks for cause.

The subcommittee's report recommended (Continued on page 6)

Variety Week Awards Set by Ind. Tent 10

Special to THE DAILY

INDIANAPOLIS, Feb. 8.—Highlight of the observance of Variety Week here will be Encore Night when the local Variety Club Tent 10 will inaugurate several annual awards to be made to persons making the outstanding contribution of the year to motion (Continued on page 6)

Michel Prods. Formed In TV Deal with M-G-M

Plans were announced here yesterday for the activation of Michel Productions, newly-formed production company which will headquarter in Europe producing films for television in an exclusive deal completed with MGM-TV. Alan Jay Lerner, dramatist and lyricist, will head the corporation.

First project to go into production (Continued on page 4)

70mm Installations in Canada to Hit 15 In Near Future; Called Saturation Point

Special to THE DAILY

TORONTO, Feb. 8.—There will be a total of 15 theatres with 70mm equipment in Canada when present projects are added to those recently completed and the ones operating earlier. First to use 70mm were Famous Players and Confederation Theatres, Montreal, followed by Twentieth Century-Fox Theatres and Odeon Theatres.

When completed the projects will bring the total investment for equipment and installation to something like \$450,000 and to this must be added the costs of structural changes. Installation and equipment run between \$25,000 and \$35,000 each.

It is unlikely that installations will go beyond 15, observers feel, since there is a question of product.

FIDO, Federation Meet Postponed to Feb. 16

From THE DAILY Bureau

LONDON, Feb. 8.—The meeting between representatives of the Film Industry Defense Organization and the Federation of Film Unions, originally set for this Friday, will take place instead on Feb. 16.

The meeting is to consider the Federation's proposal that FIDO be extended to embrace the unions and other interested bodies. It is to be "purely exploratory," according to observers, as FIDO's function is strictly limited to the buying of TV rights of films. Discussions will almost certainly be referred to the Joint Committee of the Five Associations.

Kramer Hits Legion On Film Writer Stand

Stanley Kramer has declared he will hire any writer he wishes, regardless of the writer's "past affiliations or suspected affiliations," and termed the American Legion "un-American" for trying to dictate employment policy in the industry.

The independent producer-director (Continued on page 4)

Films Power for Good, Or Evil, Says Jurist

Special to THE DAILY

SAN FRANCISCO, Feb. 8.—The motion picture can create great good or equally great evil on public opinion, Superior Judge Edward F. O'Day told a gathering of more than 200 members and their families at the (Continued on page 6)

\$55,846 Was Asked

Deny Claim Seeking Ohio Censor Fees

Rule Para. Didn't Show Cause of Action in Suit

Special to THE DAILY

COLUMBUS, O., Feb. 8.—Judge Robert E. Leach of Franklin County Common Pleas Court has denied a suit of Paramount Film Distributing Co. of New York City to recover \$55,846 paid the state of Ohio in censorship fees during 1952, 1953 and 1954.

Judge Leach ruled that Paramount had not shown cause of action against state officials from whom recovery of the fees was sought. Defendants in the suit were State Treasurer Joseph T. Ferguson, former Treasurer Roger Tracy, E. E. Holt, state superintendent of public instruction, and M. Merle Eymann, who preceded Dr. Holt.

Paramount sought recovery from the defendants personally and in their official capacity. Judge Leach said he could "see neither justice or equity (Continued on page 4)

King Brothers Saluted For Re-Release Policy

Action of the King Brothers in reserving their older product for theatrical re-release was hailed yesterday by Albert M. Pickus, president of Theatre Owners of America. In a letter to the independent producers, Maurice Frank and Herman King, Pickus asked to be furnished with a release schedule of the King product, so he could send it to all TOA members and urge (Continued on page 4)

MPAA Board to Meet On Titles Today

The board of directors of the Motion Picture Association of America will meet here this morning for the purpose of reviewing arbitration appeals on titles offered for registration by several companies, over which disputes developed.

Eric Johnston, president, will preside at the meeting.

PERSONAL MENTION

JOSEPH M. SUGAR, vice-president and general manager of Magna Theatre Corp., has left New York for New Orleans and Los Angeles.

DAVID A. LIPTON, Universal-International vice-president, will leave the Coast by plane today for New York.

HERMAN KASS, Universal Pictures executive in charge of national exploitation, will be in Detroit tomorrow from New York.

HALSEY RAINES, unit publicist on Carl Foreman's "Guns of Navarone," for Columbia Pictures, will leave New York today for Athens, Greece.

STANLEY GOLDBERG, National Screen Service branch manager in Philadelphia, has recovered from throat surgery.

HERMAN COHEN, producer of the forthcoming "Konga" for AIP, has left New York for London.

MAX BERCUIT, Warner Brothers West Coast executive, was in Omaha last week from Burbank.

NORMAN WEITMAN, district manager for Lopert Films with headquarters in Philadelphia, has left there for Cleveland.

PEARL MOOS, for the past 35 years Columbia Pictures booker in Atlanta, has entered a local hospital there for surgery.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRANK SINATRA • GINA LOLLOBRIGIDA
in A CANTERBURY PRODUCTION
"NEVER SO FEW"
An M-G-M Release
In CinemaScope And METROCOLOR
and GALA NEW STAGE SPECTACLE "LET'S GO PLACES"



Whenever Seconds Count
Don't take chances-Order

SPECIAL TRAILERS

From Good Old Dependable

FILMACK

1327 So. Wabash Ave.
Chicago (5), Illinois.

'Ben-Hur' Honored By Directors Guild

From THE DAILY Bureau

LOS ANGELES, Feb. 8.—"Ben-Hur" received top honors for "Most Outstanding Directorial Achievement" chosen by the membership of Directors Guild of America. The Guild's award for outstanding achievement in the television field in 1959 went to "The Untouchables" (Part 1 and 2) before it became a regular series.

Presentation of the awards was made before a capacity crowd of 1200 at the Beverly Hilton Hotel Saturday night.

Sol C. Siegel, M-G-M production chief, accepted the directors award for William Wyler, director of "Ben Hur," and his assistant directors, Gus Agosti and Alberto Cardone, all of whom were out of the country.

Accepted by Mark Robson

Mark Robson accepted the directors' television award for Phil Karlson, director of "The Untouchables," who was away on location.

Mervyn LeRoy presented the Critics Award to John E. Fitzgerald, entertainment editor of *Our Sunday Visitor*, a Sunday Supplement distributed by 14 Catholic weeklies.

Todd-AO Established Over World: Sugar

Todd-AO as both a process of exhibition and a medium of entertainment, "has firmly and definitely established itself throughout the entire world," Joseph M. Sugar, vice-president and general sales manager of Magna Theatre Corp., said yesterday.

He cited the success of "Oklahoma" now in its fifth week at the Metropole in London in Todd-AO. The picture played previously in CinemaScope as no theatres were equipped for Todd-AO at that time.

Sugar also pointed to the 94th week of "South Pacific" in Todd-AO at the Dominion in London and the 93rd week at the Gaumont Theatre, Manchester, among others. Plans are now being made to equip 12 more theatres in the United Kingdom with Todd-AO, he said.

'Havana' Continues Record Crosses Here

Carol Reed's "Our Man in Havana," a Columbia release, maintained its record-breaking boxoffice pace over the weekend at the Forum and Trans-Lux 52nd Street Theatres here.

The film, which established new all-time house records in its first week at both theatre, grossed \$22,100 in five days of the second week at the Forum and \$21,000 in five days at the Trans-Lux 52nd. Both figures represented all-time highs for a holdover week.

O'Donnell Honored in Wompi Contributions

Special to THE DAILY

DALLAS, Tex., Feb. 8. — Mrs. Mabel Guinan, president of the Association of Women of the Motion Picture Industry, reports that over \$1,000 has been contributed by the WOMPI clubs in the Association to the Will Rogers Hospital in memorial to the late R. J. O'Donnell. From the inception of the WOMPI organization, which originated in Dallas in 1952, O'Donnell was their greatest benefactor and had been affectionately dubbed their "Godfather."

Last year he established the R. J. O'Donnell public relations award to be presented annually to the WOMPI club performing the best public relations for the industry.

443 'Petticoat' Dates Close to \$6,000,000

"Operation Petticoat," the Granart Production for Universal-International, is running a record 58.44 per cent ahead of "Pillow Talk," in its first 443 completed engagements as of the week ended last Thursday, Universal said yesterday. "Petticoat" has rolled up a theatre gross of close to \$6,000,000 in these engagements.

Apart from 21 Current Dates

This comparison does not include the 21 important current first-run engagements in such cities as Boston, Philadelphia, Buffalo, Pittsburgh, Washington, New Orleans, Chicago, St. Louis, Los Angeles, Seattle, Denver, Portland, Oklahoma City, Salt Lake City and elsewhere, where "Operation Petticoat" has started record seventh weeks.

Five Ohio Drive-ins Sold to Buffalo Firm

Special to THE DAILY

CLEVELAND, Feb. 8. — The Ohio Drive-in Theatre Management Corp., of this city, has sold the five drive-ins it owned and operated in Ohio to Sports Service Corp. of Buffalo.

Involved in the deal are the Auto Drive-in and Miles Drive-in, Cleveland; the Dayton and Miami drive-ins of Dayton, and Ecorse Drive-in Theatre, Detroit.

AB-PT Dividends 25c

The board of directors of American Broadcasting-Paramount Theatres, Inc., has declared a first quarterly dividend of 25 cents per share on the outstanding common stock and 25 cents per share on the outstanding preferred stock of the corporation, payable March 15 to holders of record on Feb. 19.

M.P. Academ

(Continued from page 1)

newsreel award classification, it is application to the Academy for leave to enter its three productions.

In rejecting the request the Academy held, without apparent explanation, that Movietone could not enter the new newsreel documentary division because it had entered a special production titled "Impressions of Moscow" in the Academy's old subjects and documentaries category last fall.

Newsreels originally had asked the Academy to establish a special category in which newsreels of exceptional merit would be given an opportunity at recognition and award honors, the Academy responded by opening its documentary short subject category only to the reels.

Metrotone News of the 1 (M-G-M) has the only entries in new awards category open to "newsreel documentaries." It entered "Screen News Digest of 1959" its Telenews production, "Year Promise," a 1959 news highlight treatment.

S-W Phila. Theatres Help Plug 'Oscar' Show

All Stanley Warner Theatres in Philadelphia area will actively operate in the forthcoming Academy Awards presentation promotion campaign, according to Frank J. Derzone manager.

Academy Award trailers will be shown on the screens of the theatres and the posters will be displayed in all lobbies. In addition, S-W managers will place stories about the Awards presentation in all their newspapers and will work closely with all radio and TV stations in the Philadelphia motion of the Oscar show on April 10.

Barry Reinhardt, 31½

Funeral services were held Sunday for Barry Reinhardt, three-and-a-half-year-old son of Burt Reinhardt, a Movietone editor, who on Saturday was accidentally drowned in a neighbor's pool near his Clifton, N. J. home.

'Bongo' to Sutton

"Expresso Bongo," starring Lawrence Harvey, will have its American premiere at the Sutton Theatre here following the current engagement "Suddenly, Last Summer." It is a Continental Distributing release.

BOOKER WANTED

Film booker wanted for leading New Jersey theatre circuit. Write stating experience and qualifications.

Box 26, MOTION PICTURE DAILY
1270 Sixth Avenue, New York 20, New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fee, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-31. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 15¢.

IT'S **COLUMBIA'S** YEAR OF THE **BIG C** SEE!

COLOSSAL COMEDY CHAMP!

COLUMBIA
PICTURES
presents

A light-hearted leer at love

among the adults!

**TONY
CURTIS**

**DEAN
MARTIN**

**JANET
LEIGH**

*Who
was
that
Lady?*



co-starring

JAMES WHITMORE · JOHN McINTIRE

BARBARA NICHOLS • Written and Produced by **NORMAN KRASNA**

Based on his play, "Who Was That Lady I Saw You With?"
As produced for the New York Stage by Leland Hayward

Directed by **GEORGE SIDNEY** • AN ANSARK-GEORGE SIDNEY PRODUCTION

"This is the year of 'The Big C'—for Columbia
and for Tony Curtis! Could place among the year's highest grossers!"

Independent Film Journal

"A lot of fun! A milestone in Martin's progress
from straightman to fascinating actor!"

Hollywood Reporter

"A hilarious romp! Miss Leigh
is just what the role calls for!"

Daily Variety

"Comedy romp full of fun and froth! Should
prove contagious with mass audiences!"

Film Daily

"A big dose of laughter lifts it to the
strata of big money attractions!"

M. P. Daily

"Destined for popular reception everywhere!"

M. P. Exhibitor

"Rib-tickling entertainment! Certain to
attract substantial business!"

Boxoffice

"Should thunder off to sensational boxoffice! Columbia
is offering exhibitors a most exploitable recipe!"

M. P. Herald

LIGHTS UP...AND LAUGHS UP! Watch the Premiere Engagements in February!

Ohio Censors

(Continued from page 1)

in a principle which would so ignore the basic facts of life as to predicate personal liability upon a public officer who merely and routinely fulfills his statutory obligation under a statute later held to be unconstitutional."

Ohio's censorship of movies was nullified five years ago by the Ohio Supreme Court, based on a U.S. Supreme Court decision a year earlier.

King Brothers Saluted

(Continued from page 1)

their support of the King Brothers undertaking.

King Brothers on Feb. 3 announced that it had rejected offers to buy its backlog for television, and had completed arrangements with the Jem Distributing Corporation for theatrical reissue of the pictures on a national basis. The Kings were quoted as saying "We owe the exhibitors the opportunity to handle the pictures theatrically again. We have done very well through theatrical distribution and we feel we can make more money through reissues than from television."

In his letter, Pickus declared he was "pleased" by the company's decision, and added "such a stand merits the support of exhibitors."

"I sincerely feel," he wrote the King Brothers, "that any help we can give you and your company may serve to encourage other independent producers to follow your lead."

Fox Promoting 'Ferry' In 4 Australian Cities

Four Australian cities—Sydney, Melbourne, Brisbane and Adelaide—have been selected by Twentieth Century-Fox to launch its exploitation campaign for "Ferry to Hong Kong." Newspapers in those cities are running extensive reader contests in cooperation with Greater Union Theatres, timed to coincide with openings in each location, covering the eastern half of the country.

Cathay Pacific Airways will fly two winners from each city to Hong Kong for an all-expense-paid holiday week on behalf of the Rank production which stars Curt Jurgens, Orson Welles and Sylvia Syms. "Ferry to Hong Kong," directed by Lewis Gilbert, will open in the U.S. shortly.

To Promote Vending

A new type of art decoration creating three-dimensional effects and applicable to theatre refreshment stands has been developed by Nikos Bel-Jon, Greek born artist from San Francisco. Bel-Jon, whose first New York show begins tomorrow, uses a steel wool-on-metal technique and iridescent multicolor effects which would help to attract more customers to theatre vending places.

Gordon at New Address

Richard Gordon, independent producer and importer, has opened new and larger offices here at 120 West 57th Street.

3,000 Orders for 'Can-Can' Seats in 1 Day at Rivoli

The Rivoli Theatre yesterday received more than 3,000 reserved-seat ticket orders for the premiere engagement of "Can-Can" in Todd-AO after appearance of the first ad in Sunday's papers. Managing director William Zeilor and treasurer Joseph Schwam were flooded with a series of huge mail sacks brought to the theatre by extra post office delivery men.

In most cases ticket orders were for family groups of three and four. The post office, on the basis of the first day's returns has assigned a separate set of handlers to the Rivoli account for the next week to process the expected extensive mails.

Kramer Hits

(Continued from page 1)

was quoted in yesterday's *New York Times* as saying that while the Legion's "intent is understandable, its methods are reprehensible, to say the least." He thus disagreed with the recent statement by Martin B. McKneally, Legion national commander, who announced that the Legion was opening a "war of information" to combat "a renewed invasion of American filmdom by Soviet-indoctrinated artists."

McKneally referred specifically to Kramer for having hired Nedrick Young to write the screenplay for "Inherit the Wind."

Kramer said the industry has been "maturing mentally" and "inevitably has begun to deal with controversial subjects." He cited his own pictures, "The Defiant Ones," which dealt with segregation, and "On the Beach," which deals with the destruction of humanity by nuclear warfare.

The Legion, he argued, is trying to force the industry into a conformity that would arrest, if not destroy, the adult approach to film-making. "If I refuse employment to an artist for any reason other than his ability, then, morally, I am using a 'blacklist'." He scoffed at the idea that Communist writers could smuggle Communist propaganda into movies without his knowledge.

No major studio has commented as yet on McKneally's statement, nor has Otto Preminger, whom the Legion commander mentioned for hiring Dalton Trumbo to do the screenplay for "Exodus." Trumbo was found guilty of contempt of Congress after his refusal to testify on Communism in the industry.

Correction

A story in MOTION PICTURE DAILY, under Albany dateline, Feb. 2, stated that the budget bill, introduced the previous day, appropriated "\$20,365" for the State Education Department Motion Picture Division's salaries in the next fiscal year, an increase of \$1,500 from the current year. The first figure was a typographical error; it should have read "\$120,365."

Catholic Hou

(Continued from page 1)

either religious or classified A-1 general patronage) by the Legion Decency.

Located on property adjoining Cross church, the theatre was chased by the parish's pastor, Joseph Gambino, after its owner decided to close it in April, 1958. The assistance of a group of priests, laymen, including Blase A. Palumbo a lawyer and parishioner, the theatre was put into operation under name of Catholic Theatre.

"We found that Catholic Theatre attracted mostly children, so geared it primarily for their entertainment," Palumbo stated. He said theatre is able to get films at non cost because of the type of its operation.

"We do make a little money on movies," he said, "but the profit is so negligible that it could essentially be called a non-profit organization. The theatre pays its help the regular wage scale, but neither I nor the parish laymen involved in operation receive any pay."

The theatre, which has a seating capacity of about 1,200, usually attracts 600 to 650 customers for day performances. Its only record full house was last spring when presented "The Miracle of Therese."

"We believe the attendance eventually spread into a cross section of the city as the theatre becomes better known through its promotion of the pulpits," Palumbo stated.

The idea of the A-1 theatre already spread to Boston. "We think that gradually the idea will spread all over the country," Palumbo stated "because there is a basic need for good, clean movies that won't hurt the upbringing of our children."

TelePrompTer Suit

(Continued from page 1)

with professional boxing matches the state and which terminated TelePrompTer's existing boxing contracts including one for next June's proposed return match of Floyd Patterson and Ingemar Johansson.

The legal action grew out of charges that TelePrompTer and Floyd Patterson Enterprises had violated New York anti-trust laws in connection with rights to closed circuit motion pictures and radio of the Patterson-Johansson fights. TelePrompTer will be permitted to compete bidding for ancillary rights to the Patterson-Johansson return match.

Irving Kahn, TelePrompTer president, said the company had not committed any illegal acts in consent to the decree, its purpose being avoidance of a long and costly court action.

Michel Productions

(Continued from page 1)

will be a 30-minute film series tentatively titled "Harry's Girls," dealing with an American entertainer training in Europe with four show girls. Basic idea for the series was inspired by Robert E. Sherwood's "Idiot's Light."

THE SHEER SHOCK
OF "DIABOLIQUE"

... AND MORE ...

IN

Chance Meeting



a motion picture as creative as love ... brilliantly, mysteriously different ... as man is from woman.

A PARAMOUNT RELEASE

IT'S **COLUMBIA'S** YEAR OF THE **BIG SEE!**

C OLOSSAL
O M E D Y
H A M P !

Columbia Pictures presents
a Stanley Donen production

YUL BRYNNER KAY KENDALL



"once more, with feeling!"

TECHNICOLOR® with GREGORY RATOFF • screenplay by HARRY KURNITZ based on his play • MARTIN GABEL and HENRY MARGOLIS • produced and directed by STANLEY DONEN

The riotous hit-play even more uproarious on the screen! Stanley Donen delivers another boxoffice smash to match his "Indiscreet"!

A super attraction with super selling to back it up! Watch for the detailed promotion plans that will set the whole country reeling with "Once More With Feeling"!

Coast-to-Coast Kick-Off! RADIO CITY MUSIC HALL PREMIERE SET FOR MID FEBRUARY.....!

House Group

(Continued from page 1)

mended that the offering or acceptance of payola and the rigging of audience participation shows be made criminal offenses. It also proposed short term license suspensions against networks as well as stations which the Government regards as failing to properly serve the public interest.

Rep. Bennett (R., Mich.) said he plans to introduce a bill that would levy a fine of up to \$5,000 or two years in prison or both for broadcast law offenders.

Although suggesting new laws, the subcommittee found that both the Federal Communications Commission and Federal Trade Commission already have almost all the authority they need to end objectionable broadcast practices. It criticized both agencies, saying "Where a Federal commission takes a passive role, it is clear that the public interest suffers by default."

The subcommittee's hearings will continue through this week, having turned today to the subject of payola.

In this connection, Chairman Oren Harris (D., Ark.) said his Subcommittee on Legislative Oversight is concerned with four major points. They are:

¶ "Payola" to stations or their employees in exchange for on-the-air plugs not announced to the audience.

¶ Unfair business advantages obtained through broadcast of material "intended to deceive the viewing and listening public.

¶ Misrepresentation to prospective advertisers of the advantages of using a particular radio or TV station rather than other media.

¶ Delegation of control over material to be broadcast by stations to outsiders and others.

30 Years of '10 Best'

A listing of the top ten pictures of the year for the years 1930 through 1959 as chosen by the National Board of Review has been issued on occasion of the board's 50th anniversary. Players and directors chosen for those years were also included in the compilation which has an introduction by Henry Hart. Title of the pamphlet is "30 Years of the '10 Best'."

REVIEW:

The Wind Cannot Read

Rank—20th Century-Fox

AT A BURMESE jungle outpost a British Army sergeant has posted a sign within a sad rank of flowers. Precisely because the sign is so incongruous in a battle zone, it lends a strong feeling of melancholy to the tropically hot, bloody theatre of war, and to the entire film. The sign instructs the soldiers not to pick the flowers, but, because "The Wind Cannot Read" it plucks the earth of its blossoms and blows them into space.

Nature's way similarly is symbolized at the end of the picture, when death robs Dirk Bogarde of his beautiful and loving Japanese wife, Yoko Tani, for whom he risks his own life to reach, following his escape from a prison camp in the jungle.

"The Wind Cannot Read" was filmed partially on location in India. Color cameras capitalize on bright bazaars and basked monuments, jabbering crowds and poignant native vendors. The young lovers lean heavily upon their surroundings and cram what time they have together into a short, hearty round of sight-seeing and adoration. For, later, the picture is impaled with torture and death. Richard Mason, who adopted the story from his novel, allows life's extremes to speak for themselves, to justify their own delicate ends.

Bogarde plays an RAF officer assigned to a Japanese language course at Delhi; he will be used to interrogate prisoners. Miss Tani is one of his instructors. She is a stunning girl, black-eyed and slender, modest and capricious. Following a chance meeting after class, the two see each other steadily, fall in love and marry during a holiday. Their joy together ends abruptly one day when Bogarde is ordered to the front. He and another officer, Ronald Lewis, later are captured, interned, defamed and tortured.

Half-dead and suffering still further from the gnatty heat and privation, Bogarde and his comrade seem about to call it quits. But Lewis discloses a well-kept secret: Miss Tani is suffering from a rare, practically incurable disease; that is why her radio broadcasts in Japanese have not been heard lately. The news drives Bogarde to a risky but successful means of escape. He reaches his wife's bedside shortly before she dies. Her death frankly is unexpected but the audience, as well as Bogarde, is resolute, perhaps because Miss Tani's wistful and courageous deportment have precluded her death and strengthened her husband.

The film was directed by Ralph Thomas who co-produced with Betty E. Box.

Running time, 107 minutes. General classification. Release, in February. SAUL OSTROVE

'Porgy' 35mm. Dates

CLEVELAND, Feb. 8. — "Porgy and Bess," presented in 70mm closed a 12-week engagement recently at the Palace here. It will be released in 35mm. starting March 2 in four local situations,

Remodel Ohio Drive-in

CLEVELAND, Feb. 8. — Al Boudouris has announced that he and his associates are remodeling their Franklin Park Drive-in Theatre (formerly the Toledo) and increasing its capacity from 700 to 1,400 cars.

Variety Wee

(Continued from page 1)

pictures, the stage, television radio on a local basis.

The award will not be restricted to Variety Club membership votes but, rather, will be a community project with civic and business leaders and organizations participating. Eligible for consideration in earning awards are performances of individuals, production conception, technical work, direction and promotion.

Besides these awards, there will be one citation annually to native Hoosier talent making the best contribution in the field of entertainment on a national or international basis.

As part of Variety Week, being observed all this week internationally, Governor Harold Handley of Indiana and Mayor Charles Boswell of Indianapolis have issued official proclamations so designating the week in city and state.

Films Power for Good

(Continued from page 1)

seventh annual Communion Breakfast of the Northern California Entertainment Guild.

"This is something for you to think about" declared the jurist in stress the terrific impact motion pictures have on the public and then added that, as of now, the industry generally is, in his opinion, living up to its obligation.

A prominent local lay Catholic Judge O'Day is known to Film Festival here as an advocate of letting major producers, on the basis of previous product, determine the moral quality of their pictures rather than be ruled by any government censorship.

Fox Manager Presides

John J. O'Leary, 20th Century-Fox sales manager here, and president of the guild, presided at the breakfast gathering which was held in the M Club following Mass at St. Patrick's Church.

The Rt. Rev. Msgr. Vincent McCarthy, pastor of St. Patrick's, chaplain of both the Guild and Variety Club Tent No. 32, celebrated the Mass.

seventeen's

PICTURE
OF
THE MONTH

FOR MARCH

An M-G-M Release

"PLEASE DON'T EAT THE DAISIES"

Selected by SEVENTEEN... entertainment guide for America's top movie goers... 4,800,000 young women under 20!



MOTION PICTURE DAILY

87, NO. 28

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 10, 1960

TEN CENTS

EDITORIAL
Read the Word

By Sherwin Kane

Another day M. J. Frankovich, head of Columbia Pictures in London, voiced a doleful train of thought at a press conference which he called at his company's home here. In his considered opinion, the conditions are so bad for the motion picture industry here and abroad, that there is no chance of more than three, tops at the outside, four companies surviving longer than a few more

months. His advice to all "tired companies": "Get up now and save yourselves from suffering over the next few

months. Most of us in the American industry, these dire warnings have a familiar ring. Ever since television invaded the nation we have had our prophets of doom, many of whom have frightened and dismayed us for the moment, but, fortunately, all proved glaringly inaccurate in their soothsaying. Today, the industry here is more confidently confident of its future than it has been in many years. And with good reason.

Attendance at the nation's theatres has risen on the increase for a sustained period for the first time since since competition reached its peak. The public and experienced critics appear to be agreed that pictures are attaining progressively higher quality levels. The great reservoir of potential patronage is being swelled by millions reaching teen age in this country, and high admission prices are beginning to be no deterrent to attend-

ernally, operations have been streamlined, so profitable releases are contributing the maximum in cash to company coffers. Selling and promotion is being done with enthusiasm and results in many instances are an inspiration.

How can it come the Frankovich prediction? Perhaps we need only recall that the conditions in Great Britain are on much of the European Continent today approximate those which prevailed here from three to five years ago. What was, perhaps, the blackest day of the American industry's post-war existence. Many in America felt

American Legion Replies to Kramer

The American Legion said in a statement issued here yesterday in reply to Stanley Kramer that it does "not look upon freedom of information to be un-American" nor does it "see on what basis Mr. Kramer finds it 'reprehensible' for us to tell the people what appears in Congressional documents concerning Nedrick Young, whom Mr. Kramer has hired and whose product he will offer to the public."

On Monday Kramer had protested (Continued on page 6)

Texas Drive-In Board Takes Up Censorship

Special to THE DAILY

DALLAS, Tex., Feb. 9. — A suggestion that the Texas Drive-In Theatre Owners Assn. pass a resolution opposing all forms of censorship which "violate the Constitutional rights of citizens" and favor self-regulation by producers and distributors and the use of "good taste" in advertising was discussed.

(Continued on page 7)

New Fire Dept. Plan for N. Y. Theatre Inspection

A new system of inspection for the motion picture theatres of this city—some 400 in all—will be inaugurated, it was announced yesterday by Fire Commissioner Edward W. Cavanaugh, Jr. The new plans calls for intensive inspection by deputy chiefs and battalion chiefs who will be assigned to theatres in their area of activity. House conditions to be noted by these

(Continued on page 7)

Jersey Unit Briefed On Allied's Problems

Members of New Jersey Allied were fully briefed at a meeting here yesterday on matters pertaining to the national organization and affecting Jersey Allied's relations with it.

In consequence, it was stated, Jersey Allied's delegates to the national board meeting expected to be held

(Continued on page 7)

Hassanein Brotherhood Chairman in New York

Salah Hassanein has been appointed chairman of the motion picture industry's Brotherhood Week campaign for the metropolitan New York area, it was announced by William J. Heineman, United Artists vice-president, distribution chairman of the drive, and Spyros S. Skouras, president of Skouras Theatres, the exhibitor chairman.



Salah Hassanein

Hassanein, who is vice-president of

(Continued on page 7)

E. W. Castle Dies Here; Rites in San Francisco

Eugene W. Castle, 62, founder and former president of Castle Films, died here yesterday at Doctors Hospital following an illness of several months.

Born in San Francisco, Castle entered

(Continued on page 3)

Para. Says: No Significance In Deal for British Film

Disclaims Knowledge of Writer's, Director's Past

Paramount Pictures was "unaware of any alleged political or ideological complications" involving persons who worked on the British production, "Chance Meeting," at the time it acquired American distribution rights to the picture, the company stated yesterday.

Paramount added that the picture, "a fictional suspense melodrama . . . is completely devoid of any political material or implications."

The statement was issued in consequence of a Hollywood-dated story in the N. Y. Times yesterday that Ben Barzman, one of the writers of the film, originally known as "Blind Date," had been listed in 1947 in a report of the Joint Fact-Finding Committee of the California Legislature as an instructor at a communist education

(Continued on page 2)

Edward Lider Renamed President of IENE

Special to THE DAILY

BOSTON, Feb. 9. — Edward W. Lider was re-elected president of the Independent Exhibitors Inc. of New England at the annual meeting here today.

Others elected were Julian Rifkin, first vice-president, Henry Gaudet, second vice-president, Melvin Safner, treasurer and Malcolm Green, secretary. Carl Goldman was re-appointed

(Continued on page 3)

Hyman Setting Plans for Spring Business Drive

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, Bernard Levy, are touring the country to spark the April-May-June

(Continued on page 6)

REVIEW:

Home from the Hill

Siegel—M-G-M—CinemaScope

STORIES ABOUT LIFE in a typical small town in America have a strong and continuing fascination for audiences, which should be thoroughly pleased with this new one called "Home from the Hill." It comes like many others of the genre from a best-selling book; William Humphrey was the author, and the novel, his first, was widely praised by literary critics.

Unlike other films examining small town existence, "Home from the

(Continued on page 7)

TELEVISION TODAY—page 6

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, **BERNARD LEVY**, are in Salt Lake City from New York. They will leave there tomorrow for San Francisco.

JOSEPH WOHL, president of International Film Distributors, and **CHARLES ROSENBLATT**, vice-president, will leave here by jet on Monday for Caracas, Venezuela.

HOWARD MINSKY, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, is spending this week in Detroit and Quebec City. He will return Monday.

ROBERT RYAN has arrived in Stratford, Conn., from Hollywood.

AL ODEAL, president of Tele Features, Inc., has returned to his duties following a short illness.

OTTO PREMINGER will arrive here today from the Coast.

'Voyage' TV Saturation Set for L. A., Texas

Metro-Goldwyn-Mayer announced here yesterday it will blanket the Los Angeles area with 120 one-minute and 4-second television spots for "The Last Voyage" beginning next Tuesday, eight days in advance of the saturation opening. The station, KNXT-TV, estimates more than 10,000,000 viewer impressions will result from the campaign.

In Texas, where the Andrew and Virginia Stone production is also set for local saturation, M-G-M is blanketing the state with more than 600 TV spots, covering 39 opening situations and 250 towns which will book the picture in playoff dates.

gems of showmanship!...

SPECIAL TRAILERS

by **national screen service**

EDITORIAL House Witness Hits Soviet Cultural Deal

(Continued from page 1)

then as Frankovich and, no doubt, his counterparts abroad, feel today.

We are in the fortunate position of knowing from experience that there is a bottom and there can be an upturn. It is up to us to convince our industry co-workers abroad that the end is not yet, that the public eventually tires of living room hibernation and the sameness of the television diet, and that it returns happily and in huge numbers to the theatre.

And it is up to us to convince them that, pending the arrival of that time, it is best not to sell one's industry short.

George Fraser Dies; Publicity Executive

Funeral services for George Fraser, 52, veteran industry publicity executive who died at his home here early Tuesday will be held this afternoon at 2:15 P.M. at the Riverside Memorial Chapel. Interment will be at Hungarian Union Fields in Brooklyn.

Fraser had recently joined the public relations firm of Edward Gottlieb & Associates here, following completion of a special assignment on United Artists' "Solomon and Sheba." He had also been a publicity executive with Paramount Pictures for many years.

Survivors include his wife, Paula, a member of the Paramount advertising-publicity department, and a daughter, Yvette.

NCC Promotes O'Mara

Fred B. O'Mara, associated with National Carbon Co. since his graduation from Purdue in 1936, and whose most recent assignment was marketing manager of electrode products, has been named director of manufacturing for the company.

Reporting directly to William H. Feathers, president, O'Mara will headquarter at Cleveland, and will direct operations at plants there and in Fostoria, O.; Clarksburg, W. Va.; Columbia and Lawrenceburg, Tenn., and three plants at Niagara Falls, N. Y.

Adler Staying in Albany

ALBANY, N. Y., Feb. 9.—With the closing of Allied Artists office here at the end of this month, Robert Adler will be retained as sales representative. The three other employees will be retired.

Correction

"Ferry to Hong Kong," the Rank Organization film, will be both released and promoted in Australia by Rank and not promoted there by 20th Century-Fox as reported in MOTION PICTURE DAILY yesterday.

House Witness Hits Soviet Cultural Deal

From THE DAILY Bureau

WASHINGTON, Feb. 9.—The cultural exchange program between the U.S. and Russia has been commented on in the annual report of the House Un-American Activities Committee.

The group's report quoted a witness before it, Ivan P. Bahriany, as saying that cultural exchanges with Russia have "many dangerous features which the U.S. does not realize." He asserted, and the committee repeats, that "through these exchanges the Soviet Union succeeds in portraying in the United States things which do not exist in the U.S.S.R. by presenting false pictures of the Communist system in the Soviet Union, the exchanges mislead and misinform, rather than promote true knowledge of Communism."

'Bismarck' Screening For Churchill Today

Sir Winston Churchill at his own request today will see Twentieth Century-Fox's "Sink the Bismarck" in Monte Carlo, where he is a guest aboard the yacht of Greek shipowner Aristotle Onassis. Spyros P. Skouras, 20th-Fox president, flew abroad a print of the John Bradbourne production for Churchill to see at a private screening one day before the film is premiered around the world.

Sir Winston, whose command in the spring of 1941 led to the intensive campaign by the British Navy to "Sink the Bismarck" at any price, will see how Hitler's most powerful vessel eventually was sunk.

IATSE Convention Set In Chicago Aug. 1

The 45th convention of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators will be held at the Conrad Hilton Hotel, Chicago, beginning on Monday, Aug. 1, it was announced here by Richard F. Walsh, International president.

At the same time, announcement was made that the mid-winter meeting of the IATSE general executive board will be held at the Multnomah Hotel, Portland, Ore., beginning on Monday, March 21.

Switch Date for AMPA Testimonial Luncheon

The testimonial luncheon to be given by Associated Motion Picture Advertisers, Inc., in honor of Si Seadler, M-G-M Eastern advertising manager, has been changed from Feb. 18 to 24 at the Hotel Piccadilly here. The switch was made because of a conflict with another industry affair.

British Deal

(Continued from page 1)

cation center in Los Angeles, and he and Joseph Losey, the picture director, had been writer and director, respectively, of the 1952 film "Encounter," which had been fouled by film unions and the American Legion and, in consequence, was not released in this country. It had been made in Italy.

The Times also reported that **Lard Lampell**, a co-writer of "Chance Meeting," is the author of a novel "The Hero," which was made into film "Saturday's Hero," which was picketed by anti-communist groups when released in 1951. It adds that while Lampell was criticized for his real leanings, there is no apparent record that he was active in the communist party.

The Times story suggested that since the people concerned did not use pseudonyms in working on "Blind Date," Paramount may have violated the principles stated in the motion picture companies' 1947 Waldorf Declaration. The Paramount statement makes clear that it had no intention of doing.

Text of Statement

Following is Paramount's statement in full:

"After its completion in England and its release there late last summer by the J. Arthur Rank Organization under the title 'Blind Date,' this picture was strongly recommended by its outstanding entertainment media and highly favorable press reviews. Paramount sales representatives in England for acquisition by the company for distribution in territories still open. On the strength of the recommendations Paramount in September, 1950, concluded a deal with the owners of the picture, Sydney Associates, Ltd., of London, for distribution of the picture in the territories and changed its title to the Paramount territories to 'Chance Meeting' because this was considered to be a more appropriate title.

"At the time of purchase, Paramount was unaware of any alleged political or ideological complications concerning any of the personnel connected with 'Chance Meeting.' The picture is a fictional suspense melodrama based on a novel and concerning a love affair and a murder and the exciting events leading up to the solution of the crime. It is completely devoid of any political material or implications. 'Chance Meeting' will be released by Paramount in the United States next month."

Keystone (Phil.) Moves

PHILADELPHIA, Feb. 9. — Keystone Poster Exchange here, located on Film Row for many years, has moved to 1909 North Fifth Street.

Asks Backing for Marchi-Savarese Bills

New York State members of the Theatre Owners of America have been asked to contact their assemblymen and state senators to ask for passage of the Marchi-Savarese bills which will reduce film inspection costs, said M. Pickus, TOA president, re-elected yesterday.

Pickus said he had written the legislators urging that they and their representatives write to the legislators asking that the bills be first reported favorably from the Assembly ways and means committee, and the Senate Education Committee on education, and then be passed by the legislature.

The bills would reduce the fees film companies pay to the Education Department of the State Motion Picture Division. Fees are now \$3.00 per thousand feet for the first print, and \$2.00 per thousand feet for each additional print. The new proposed scale is \$4.00 per thousand feet for the first print, and a flat fee of \$6.50 for each additional print.

Pickus said that a distributor plan for saturation booking requiring 100 prints now has to pay the state approximately \$1,600 for a normal feature, whereas under the proposed schedule the total fees would be less than \$700. This, he told TOA members, could encourage the film companies to make more prints available for theatres in New York State. The TOA campaign is being coordinated with efforts of the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association, which initiated the drive for exhibitor support of the companion bills by Senator Marchi and Assemblyman Savarese.

Resumes His Attack on Marchi-Savarese Bill

ALBANY, N.Y., Feb. 9. — As additional statements supporting the Marchi-Savarese bill, increasing the state fees collected by the motion picture division, State Education Department, from \$3 to \$4 per thousand on original films, but decreasing the state fee on prints from \$2 per thousand to \$6.50 for each additional print, were awaited, Assemblyman Daniel M. Kelly, Manhattan Democrat, renewed his attack on the bill.

Kelly, who led the Assembly fight for a somewhat similar measure last year and helped to bring about its passage in the closing hours of the session—after the Senate had given unanimous approval—asserted, “High taxes paid by the people, with no benefit in sight, would not permit such an increase to producers and distributors.”

Journey \$325,000

The journey to the Center of the Earth, which today is completing its record-breaking run at the Paramount Theatre here, grossed more than \$325,000 in its eight-week stay. Naturally, the Twentieth Century-Fox film has grossed more than \$3,000,000 since its release two months ago.

Aid by Exhibitors in Classification Vital to Success of Plan, Says Flick

Special to THE DAILY

ALBANY, N.Y., Feb. 9.—Dr. Hugh M. Flick, former director of the State Education Department’s Motion Picture Division and a proponent of film classification, said today that enforcement of classification depends largely on exhibitors, because their responsibility to the industry is “very great” and their knowledge of its operation is now more significant than ever.

Flick, presently executive assistant to James E. Allen, Jr., state commissioner of education, reiterated his earlier views on classification in an interview here and cited parents and “other interested agencies” as groups which should be responsible for aiding in classification.

A system of classification, Flick continued, would “bring more responsibility into the picture, a responsibility which might well be expressed in the selection of films. If the exhibitor chooses a film classified ‘for adults only,’ then he must be willing to face the responsibility of its enforcement and he must be willing to accept the built-in risk and the necessity for special handling.”

A “reasonable and sensible” system of classification would allow the exhibitor to “exert more discrimination

in the selection of films,” Flick said, and added that a successful exhibitor or a good theatre manager always employs classification to some extent.

“Why should not every effort be made to eliminate negative influence on our investment in youth and on this work? One of these negative influences can be the undeniably potent effect of undesirable films on young people.

“It is recognized in education circles,” Flick went on, “that audiovisual materials have a very great impact. That material which has a harmful effect can be just as powerful, on the wrong side, as that which a good picture has on the right side.

“The establishment of a system of classification for motion pictures is still in the experimental stage in the United States. Most other countries of the world employ some variety of classifications, and, in certain ones, stricter than anything proposed here.”

MPA Board Upholds Tit Ruling in AA’s Favor

The Motion Picture Association board of directors at a meeting here yesterday upheld an arbitrator’s finding of last June that Allied Artists use of the title “Marco Polo” for a projected production would not conflict harmfully with the 1938 Howard Prods.’ film, “Adventures of Marco Polo.” Howard Prods. is a Samuel Goldwyn concern. It had appealed the arbitrator’s ruling to the whole board.

A second appeal to the board of an arbitration title ruling was not reached yesterday and will be considered by the board at a later meeting.

Asks Films Be Scanned By Child Psychologists

Special to THE DAILY

ALBANY, N.Y., Feb. 9.—Asserting he opposed “the basic principle of motion picture censorship by any governmental agency” and favored “self-censorship,” Assemblyman Bentley Kassel, Manhattan Democrat, said today:

“There has, however, been a callous disregard by many producers of the obligations owed to children and attendees under the age of 18, in that the former have failed to avoid sex, brutality and horror films.”

“If, as a practical matter,” Kassel continued, “an objective committee of film censors, consisting of child psychologists or psychiatrists could be established—to weight fairly the various issues presented by such pictures, and to grade them as satisfactory for the children, according to age category—I would not be apposed.”

N.E. Exhibitors Report More Local Censorship

Special to THE DAILY

BOSTON, Feb. 9.—Measures to impose censorship in local situations around New England are not always being fought by exhibitors as they crop up, it was learned here.

The chief of police of Keene, N. H., has asked the town’s three theatres—the Scenic, Latchis and Colonial—not to show trailers containing scenes of “violence or sex” on Saturday afternoons when special children’s programs are scheduled. Because the request was granted by the two exhibitors who run the three houses, some New England sources believe the police chief and his staff may now assume the role of permanent city censors.

In Fairhaven, Mass., A. S. Condez, manager of the Keith Theatre, was assailed by Selectman Walter A. Silveira for “showing movies on Sunday not endorsed by the Catholic Legion of Decency.” Condez replied that the selectman had no right to prevent exhibition of films that have been approved by the Commonwealth. Silveira has failed in his efforts to revoke the theatre’s license.

Attorneys in Taunton, Mass., have stated that Mayor Bernard F. Cleary is violating the ruling of the Massachusetts Supreme Court by pre-censoring motion pictures which he has not seen before they are shown to the public. He requested the town’s two theatres, the Park and the Strand, to put out “For Adults Only” signs when showing “Bramble Bush,” “Girls Town” and “The Gene Krupa Story,” and asked that patrons under 21 be barred from seeing these films when they are shown.

Rename Lider

(Continued from page 1)

executive secretary for another year. Norman C. Glassman was re-elected chairman of the board and the directors to serve for one year were: W. Leslie Bendslev, Edwin Fedele, Ray Feeley, Ben Greenberg, James Guarino, David Hodgdon, Arthur K. Howard, Frank T. Pepage, Albert B. Lourie, Donald McNally, Daniel J. Murphy, Edward S. Redstone, Richard A. Smith, Nathan Yamins and Barnett Yanofsky.

It was voted to purchase 200 shares of Motion Picture Investors Inc. stock at once, with the expectation of extending the holdings of the trust to 500 shares within the next few months.

Discuss Drive-in Campaign

Discussions were held on the suggestion of James Dempsey to hold a New England Drive-In Theatres Week later in the season. It was decided that the end of June, when the schools were closed, would be the best time.

Lider is planning a conference with circuit heads to line up a working committee to get started on the project, which the organization endorsed wholeheartedly.

E. W. Castle Dies

(Continued from page 1)

tered the industry as editor of the Pacific Coast edition of Mutual Weekly, which eventually became Fox News. He founded Castle Films in 1923 and sold it to Universal-International in 1947, which continued the business as a division of its 16mm subsidiary, United World Films. During the past decade he had occupied his time with writing and lecturing.

Castle is survived by his widow, Mildred. The body is reposing at Campbell’s Funeral Parlor, Madison Ave. and 81st Street, from 3 P.M. today until 7 P.M. tomorrow, after which it will be taken to San Francisco, where funeral services will be held and burial will take place.

Adoption of Newspaper Ad Code Is Commended

Special to THE DAILY

ALBANY, Feb. 9.—Daily newspapers in the Albany, N. Y., Catholic Diocese “might well ponder the positive action taken in behalf of decency and the welfare of a harassed modern-day youth by two Cincinnati dailies (*The Enquirer* and *Post Star* and *Times*) who have adopted a ‘code of standards’ banning objectionable movie advertisements,” *The Evangelist*, official publication of the Diocese, declared in an editorial.

Characterizing “this constructive self-regulation” as “heartening,” *The Evangelist* said, “It tends to build confidence and trust in the secular paper.

“The Troy Record Papers,” the editorial added, “locally pioneered in this field, and, to their credit, have exercised a prudent and benign vigilance over the content of their amusement advertising columns.”

EVERYBODY IS

HIGH

ON

Dick Clark

and his first picture!

"Because"



COLUMBIA'S BIG TEEN-AGE ALL-AGE ATTRACTION FOR EASTERN

THE BIG BARRAGE OF TOP PROMOTIONS IS ON ITS WAY!

 **BEECH-NUT** is high on "B.T.Y."!

 **ABC-TV Network** is high on "B.T.Y."!

Merchandise Licensees are high on "B.T.Y."!

 **COLPIX Records** are high on "B.T.Y."!

 **HIT RECORD** is high on "B.T.Y."!

Youth opinion makers are high on "B.T.Y."!

High school newspapers are high on "B.T.Y."!

 **Magazines** are high on "B.T.Y."!

They're Young

with **MICHAEL CALLAN** • **TUESDAY WELD** and **VICTORIA SHAW**
WARREN BERLINGER **ROBERTA SHORE**

GUEST STARS **JAMES DARREN** • **DUANE EDDY** AND THE **REBELS**

Screenplay by **JAMES GUNN** • Based on a novel by **JOHN FARRIS**
Produced by **JERRY BRESLER** • Directed by **PAUL WENDKOS**
A **DREXEL PRODUCTION**

MEMENDOUS CAMPAIGN BUILDING TO THE WORLD PREMIERE IN APRIL!

Free-Lance Writer Strike Date Put Off

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 9. — The executive council of Writers Guild of America last night cleared decks for strike action against networks NBC, CBS and ABC, but deliberately left the strike date unfixed.

The council, armed by the membership with the power to order a strike at its discretion, upheld the action of guilds negotiating committee in recommending that the networks be struck and in terminating the network contract covering the services of free-lance television film writers, whose contract was allowed to lapse as of midnight last Saturday.

The guild indicated that the strike date was being left open pending developments which could have a direct bearing on the timing and nature of the strike order. It was noted that the guild is scheduled to be in negotiation next week on another set of network contracts which, unless renewed, would expire in March, contracts covering services of "staff writers," as well as writers of live shows and radio broadcasts.

60 Writers Affected

The strike order discussed by the executive council last night would affect 60 free-lance writers of television films. The group affected by new negotiations numbers some 300.

The guild advised its members that, in the meantime, it had reached an agreement with the networks so that "the contract provisions protecting all writers will be continued in force until further notice by guild.

Hyman Setting Plans

(Continued from page 1)

business promotion drive to be conducted by exhibition.

Hyman and Levy will go to Salt Lake City for meeting today and tomorrow; they will be in San Francisco Feb. 12 and 13; Los Angeles, Feb. 14 to 24; and Phoenix, Feb. 25. They have been in Chicago since the first of this week.

In each area Hyman will confer with AB-PT affiliates and meet with other exhibitors to reveal plans for the drive and the Concord, N. Y., meeting of AB-PT affiliates next month, which will inaugurate it. He will distribute copies of a brochure containing a condensation of all of the promotion ideas developed at the Concord meeting of AB-PT affiliates last May for the September to year-end drive.

In Chicago, Hyman conferred with Dave Wallerstein, Balaban & Katz head, and Ed Seguin, in charge of

AROUND THE TV CIRCUIT

with PINKY HERMAN

THE cycle will be complete come March 7, for at that time Ted Mack's "Original Amateur Hour" returns to the ABC channels. Ted's troupes of talented amateurs have joined him through the facilities of CBS and NBC and will again be on hand when the new series replaces "Man With A Camera." Sponsor will again be Pharmaceuticals, Inc. . . . Maurice Gosfeld and Harvey Lembeck, formerly with "Phil CBSilver's Army???" don their old uniforms when they appear on "Be Our Guest" tonight TVia CBS. . . . With H.R. as executive producer, Hubbell Robinson Productions and ABC are developing a new full hour dramatic series, "Logan, A Lawyer's Story," which will be produced by Jules Bricker. Star hasn't yet been selected. . . . Jan McArt, seen as the wily and seductive "Lola" in a recent NBC Opera presentation of "Cavalleria Rusticana" and who has portrayed similar characters, likes the fact that she keeps working but she'd love the chance to play "the girl next door" sometime. (Hope she doesn't have to wait as long as Jack Pearl who's been seeking a dramatic or Shakespearian stint for 10 years.) . . . We spent an hour yesterday with Dave Bader, prexy and gen. mgr. of the newly-formed Durham TV Corp. We tabbed at least 15 phone calls from well-wishers during our visit. . . . Janet De Gore flew to Hollywood recently for a role in a "Four Star Playhouse" production. While there she was hired for a role in a forthcoming "Sugarfoot" seg and as a result Warner Bros. may sign her to a long term contract. . . . To this reporter, "Smile" is one of the nicest words in our language; to certain others, it brought fame and fortune frinstance Charles (Smile Darnya Smile) O'Flynn, Lee S. Roberts and J. W. Callahan, writers of "Smiles" (There are smiles that make you happy etc. etc.). Then of course there is Ruth ("I'll Never Smile Again") Lowe and Buster Keaton. . . . Screen star Jack Palance, whose role as the star in "Requiem For A Heavyweight" earned him an "Emmy," has been signed to star in a new TV Series, "The Barbarians," based on the old Roman Empire and to be filmed in Italy at the actual historic sites. Adaptation of the F. Van Wyck Mason story will be written by John Lee Mahin and Martin Rackin with Mahin producing. . . .

☆ ☆ ☆

Dinah Shore's "NBChevvy Show" last Sunday was fast, furious, frolicsome, fanciful, not to mention fabulous. The musical bundle of Dinahmite's presentation of the nostalgic vaude era was easily one of the season's best programs. Producer-Director Bob Finkel rates a mittful of huzzahs for consistent high-calibre shows and when the closing credits revealed that Charles Sanford was the guest conductor, we could understand the reason for the smooth musical accompaniment. . . . The "Dupont Show of the Month" presentation March 5 (Sat. 7:30-9 P.M.) of "Treasure Island," will feature Boris Karloff as "Billy Bones." . . . If the subsequent chapters of Fred Stoessel's new "Mister Krackerjacket" TV series are as entertaining as the first one which we viewed at Charter Oak Studios, Fred's come up with an ace. The program stars the clever Doug Anderson and his puppets and is adult as well as moppet fare. . . . The U S Steel Hour will present a special two-part drama, "The Women of Hadley," Feb. 24 and March 9. The cast will include Richard Kiley, Sir Cedric Hardwicke, Mona Freeman, Rita Gam and Mary Astor.

B&K advertising and exploitation, in connection with the plans for them to cooperate with the advertising personnel of Allied Artists to conceive campaigns for the drive period.

In Salt Lake City, he will confer with John Krier concerning a similar cooperative effort with Metro-Goldwyn-Mayer; in Los Angeles with Jerry Zigmund on a cooperative effort with Warner Bros.; and in Phoenix with George Aurelius on a cooperative effort with Universal.

All of the data gathered by Hyman on the tour and other plans already made for the drive will be shown to studio heads in Hollywood in order to demonstrate what can be done on the local level for quality product released for the April-May-June drive.

Mirror Editorial Says 'Commies Are Back'

Under the headline, "The Commies Are Back," the *New York Mirror* yesterday criticized in an editorial the hiring of writer Dalton Trumbo by Otto Preminger and the statement by Stanley Kramer that he will hire any writer he pleases regardless of the writer's "past affiliations or suspected affiliations."

The *Mirror* asked: "Would Kramer hire Alger Hiss? Would he hire Benedict Arnold?"

The editorial asserts "That the Commies are back in full swing in Hollywood is perhaps not altogether out of keeping with the complacency of the moment."

Legion Replie

(Continued from page 1)

the Legion's renewed campaign against the use by Hollywood producers of writers who have been cited by the House Un-American Activities Committee, and "whose backgrounds with respect to communism are unacceptable to the major studios under their voluntary Waldorf Declaration of 1947."

The Legion said it referred in particular to queries directed to it "about the hiring of Dalton Trumbo by Otto Preminger and Kirk Douglas, and the hiring of Nedrick Young by Kramer."

Martin B. McKneally, national Commander of the Legion, in yesterday's statement said: "In 1953 Nedrick Young was asked by a Congressional committee if he were a member of the communist party. He answered by assailing the committee and refusing to answer the question. The American Legion will publish the testimony. The public will have the information through the Legion if through any other medium of public information."

'War of Information'

"The press has stated that the Legion is declaring a 'war of information.' It is a good phrase and describes exactly what we are launching. I hope I do not live to see a day when it is un-American to bring facts to the public, when the truth is 'reprehensible.'"

"The American Legion will not cooperate with Mr. Kramer or anyone else in a conspiracy of silence, to accept it as good Americanism to receive the public and conceal facts from the people."

The statement reviews Trumbo's background, in particular, asserting doing so that the words "blacklisted" or "defied the House committee," used by newspapers, fail to convey to the public the facts of Trumbo's background.

Cites Studios 'Cleaning House'

Continuing, the Legion statement said, "The major studios agreed with the American Legion that as an American industry they could not in good conscience continue to ask the public to support that nucleus at their box offices. The big studios clean house at great cost to themselves. Now independent producers wish to sell to the American people at the box office the works of artists who the major studios paid money to rid of."

"If, in addition, they wish to keep secret from the public the record with respect to communism of those artists they will have to look elsewhere than toward the American Legion to find partners in silence. . . . We will proceed with our program of information."

musifex co
45 w. 45 st. n.y.c.

**musical
sound effects**

ci-6-4061-2

HUGO A. CASOLARO MARTIN GOTTLIEB

Cand G film effects, inc.
1600 BROADWAY, N.Y. 19
PLAZA 7-2098

• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR

A Complete Service for Film Producers

Home from the Hill

CONTINUED FROM PAGE 1

does not attempt to present a cross-section picture of all the in-
ants but concentrates instead on one family. Also, unlike some others,
es not for a welcome change emphasize sex and scandal. There are
lapses on the part of the protagonists, to be sure, but they are
r depicted for a merely sensational effect.

ood taste and intelligence, indeed, are the two most apt adjectives to
ribe this film from the production values of Sol C. Siegel to the
tion of Vincente Minnelli and the script of Harriet Frank, Jr. and
g Ravetch. Starred are Robert Mitchum and Eleanor Parker and
talented newcomers, George Peppard, George Hamilton, and
ia Patten.

ne family whose fortunes are recounted is that of a wealthy couple in
uthern town who have been estranged since shortly after their wed-
because the wife discovered her husband to be a philanderer.
hum and Miss Parker portray the couple, and Hamilton is their son,
-year-old who has been dominated by his mother all his life.

the story begins Mitchum makes the decision to take over the edu-
on of his son himself, to draw him out of his introversion. He teaches
boy to hunt with great success and the two are finally on their way
ecoming friends.

his rapport is deliberately shattered by the mother, however, who
als to Hamilton that Mitchum had fathered an illegitimate son he
refused to recognize publicly as his own. This young man, played by
ppard, has made his own way in the town and overcome the stigma
is birth. He appears happy and well-adjusted in contrast to his trou-
and unsure half-brother.

ED SO DISTURBED is the legitimate son over the unhappiness in his
household that he breaks off with girl he has fallen in love with,
ed by Miss Patten. Unknown to Hamilton she has become pregnant
him but has too much pride to let him know. She does confide in Pep-
l, however, who marries her instead.

hen melodrama breaks loose all over the place. The father of Miss
en, played by Everett Sloane, is led to think that Mitchum is the
er of the child. In a mad rage Sloane kills Mitchum, and then Hamil-
shoots Sloane, disappearing into the forest afterward. Miss Parker
eupon collapses, but recovers at the end to make friends with Pep-
d and his new family.

his story is told in a leisurely but absorbing fashion over the long
ing time of two hours and a half. Although the general tone is som-
there is occasional alleviation through humor. The acting ranges
n excellent in the case of Peppard to good in regard to Hamilton
Miss Patten and competent in the cases of Miss Parker and Mitchum.
etro is pushing the appearance of three new faces in the film, and
bitors would do well to get behind this angle in selling it. Best of
three is Peppard, whose ingratiating manner and down-to-earth per-
ality form a major asset for the picture.

dmund Grainger produced, and photography in CinemaScope and
rocolor is excellent, particularly some lovely shots of forest areas
en on location in Texas and Mississippi.

aning time, 150 minutes. General classification. Release, in March.

RICHARD GERTNER

Bill Interest in 2 Bills Reported by House Unit

From THE DAILY Bureau

WASHINGTON, Feb. 9. — The
ase Ways and Means Committee
ordered reported two bills of in-
st to the motion picture industry.
s, by Rep. Machrowicz (D.,
h.) provides for a choice between
so-called "overall" and "per-coun-
limitations on application of the
ign tax credit allowed to U.S.
is with foreign operations when
figure their tax liability in this
ntry. Once such choice is made, it
apply for five years unless the
venue service agrees to permit a
ur change.

The second bill, Rep. Boggs (D.,

La.), H.R. 5, permits deferral of the
U.S. tax on certain income earned
abroad. As approved by the committee
the measure seems to offer little to the
film industry, despite some last-minute
liberalization.

Under the bill as ordered reported,
the proportion of income derived from
active conduct of a trade or business
by a qualified foreign business corpo-
ration that will enjoy the deferral
privilege will be related to the ratio
that the U.S. payroll and assets of the
firm and its domestic corporate parent
bear to the worldwide assets and pay-
roll.

After figuring this on a weighted
basis, the foreign business corporation
will be allowed to defer tax on twice
the amount represented by the final
ratio figure.

Texas Drive-in Board

(Continued from page 1)

cussed by the group's board of direc-
tors meeting here today.

The annual convention of the drive-
in association begins tomorrow. Reg-
istration today indicated the 8th year-
ly meeting will see fulfillment of the
goal of 500 in attendance. Meetings
are at the Sheraton-Dallas Hotel.

Other resolutions considered by the
board today for presentation to the
general assembly on Thursday con-
cerned the product shortage and over-
use of a road show policy of release.
On the positive side a resolution ur-
ging the theme of the convention as
"showmanship for 1960" was pre-
sented.

Hassanein Named

(Continued from page 1)

Skouras Theatres and United Artists
Theatre Circuit, Inc., will play a key
role in mobilizing the motion picture
industry in all-out support of 1960
Brotherhood Week, Feb. 21 through
28.

The industry will promote the aims
and principles of Brotherhood Week
through the medium of the motion
picture screen, as well as via radio,
television and the theatre. Wide use
will be made of motion picture trail-
ers, posters and valances and informa-
tional brochures. In addition, a con-
certed membership and fund-raising
drive will be undertaken for National
Conference of Christians and Jews.

Jersey Allied

(Continued from page 1)

late next month will be empowered
to vote on any matter that arises sole-
ly as their best judgment dictates at
the time.

Jersey Allied had called for a spe-
cial meeting of the national Allied
board "not later than Feb. 6" to deal
with the internal questions which re-
sulted in the resignations of Western
Pennsylvania Allied and New England
Allied from the national organization
within the past month. The Jersey
request was not acted upon and offi-
cers said yesterday no word had been
received from national officials on the
disposition of the request.

No discussion of Jersey Allied's
availabilities problem of long stand-
ing took place at yesterday's meeting
due to the illness of Harold Rome
attorney for the organization.

New Fire Dept. Plan

(Continued from page 1)

officers, as well as their representa-
tives, will include smoking exit facili-
ties, number of standees, sprinkler and
standpipe operations.

The new plan, designed to increase
the safety element in the houses, will
replace the fire inspections now in ef-
fect.

Special Fire Department personnel
will be trained for the work. Uni-
formed firemen now assigned to legi-
timate theatres will be withdrawn
March 1.

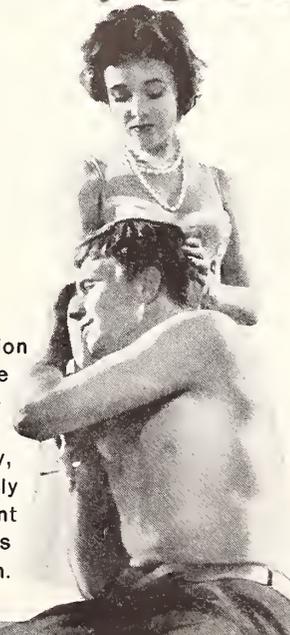
THE UNCOMPROMISING FRANKNESS
OF "ROOM AT THE TOP"

...AND MORE...

IN

Chance Meeting

a motion
picture
as creative
as love
... brilliantly,
mysteriously
different
... as man is
from woman.



A PARAMOUNT
RELEASE

TREAT YOURSELF TO UNITED'S EXTRA CARE SERVICE ON THE BEST OF THE JETS

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MOTION PICTURE DAILY

Concise
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87, NO. 29

NEW YORK, U.S.A., THURSDAY, FEBRUARY 11, 1960

TEN CENTS

Wage Proposal

Mitchell Seen Asking \$1.15 Minimum Wage

Policy Debate Within Rep. Administration Predicted

Labor Secretary Mitchell will propose to the Cabinet late this month an increase in the present \$1 minimum wage to \$1.10 or \$1.15 an hour, *Wall Street Journal* reported yesterday.

Action on minimum wage legislation is being anxiously watched by the motion picture industry, especially theatre owners who are fighting for exemption from a proposed increase. Mitchell's proposal is expected to provoke a major policy debate within the Administration. He probably will have Vice-President Nixon's backing, but will almost certainly be opposed by Commerce Secretary Mueller, Postmaster General Summerfield and other cabinet members, according to the *Journal*.

If the Mitchell-Nixon view prevails, (Continued on page 9)

Writing of Script Writer Defended by Kramer

By SIDNEY RECHETNIK

Persons who become patronizing in order to accord with conformity "make a mistake," Stanley Kramer, producer-director, declared last night during his television appearance on the Mike Wallace program over WNTA-TV. His remarks were in answer to a question by Wallace regarding his writing of Nathan Douglas to write the (Continued on page 8)

Meeting on Plans for Brotherhood Week Here

Preliminary plans for the motion picture industry's participation in the 10 Brotherhood Week campaign in New York and other areas were made at a meeting yesterday.

Industry leaders at the planning session at the Hotel St. Moritz included William J. Heineman, United Artists vice-president and distribution chairman of the drive; Spyros S. Skouros (Continued on page 8)

Nominations for Academy Awards In Short Subject Category Announced

From THE DAILY Bureau

HOLLYWOOD, Feb. 10.—Nominations for short subjects awards of the Academy of Motion Picture Arts and Sciences were announced today by B. B. Kahane, president of the organization.

Sales Managers Pledge 'Oscar' Drive Backing

The sales managers of the major distributing companies agreed yesterday to back the Academy Awards promotion by having salesmen from each company enlist the support of every theatre called upon. Announcement was made at the national distributors' committee meeting in the United Artists board room under the chairman- (Continued on page 9)

Plan Economic Survey Of Hollywood Museum

From THE DAILY Bureau

HOLLYWOOD, Feb. 10.—The Los Angeles County Board of Supervisors brought the Hollywood Film Museum a step closer to reality yesterday by unanimously adopting a resolution calling for a complete economic survey of the museum project.

According to assistant county man- (Continued on page 9)

EDITORIAL

RIGHTS AND RISKS

By Martin Quigley, Jr.

THERE are some problems that do not stay "solved." One such is the question of employment in positions of influence or responsibility of Communists or Communist sympathizers—past or present. This has been and continues to be a problem for the Government, for defense industries and for the motion picture business. It is self-evident why the Government and defense activities must address themselves to this problem. Some might feel that motion pictures as a form of entertainment or even an art should have no concern about the views—political or otherwise—of picture-makers. Whatever the merits may be of this position ideally, it is without merit practically speaking for two reasons: 1) the screen possesses enormous powers of influence for good or evil, a fact well-recognized by men of such divergent views as Lenin and Pope Pius XI; and 2) the picture industry lives in a glass house, subject at all times to the scrutiny of the press and enthusiastic response or apathy on the part of ticket buyers.

Thirteen years ago the industry had a major public relations problem on its hands resulting from hearings of the House Un-American Ac- (Continued on page 2)

A special short subjects awards nominating committee, headed by Hal Elias, screened cartoon and live action entries from producing units and, by secret ballot, selected:

Live action subject: "Between the Tides," British Transport Films, Lester A. Schoenfeld Films, Ian Ferguson, producer; "The Golden Fish," Les Requins Associes, Columbia Pictures, Jacques Cousteau, producer; "Mysteries of the Deep," Walt Disney Productions, Buena Vista Film Distribution Co., Inc., Walt Disney, producer; "The Running, Jumping and Standing-Still Film," Lion International Films, Ltd., Kingsley-Union Films; "Skyscraper," Joseph Burstyn (Continued on page 9)

'Oscar' Telecast to Use Station Break Tapes

The Academy of Motion Picture Arts and Sciences will supply tapes this year for the time spot announcements on the "Oscar" telecast, with theatres included in the wording along with other groups, Charles E. Mc- (Continued on page 9)

Cites Strength

Mayer Scores Downbeat Talk About Industry

Tells U. of Pa. Audience Not to Take It Seriously

Special to THE DAILY

PHILADELPHIA, Feb. 10. — Financial analysts, investors and students of mass media are warned by Arthur Mayer, veteran industry executive, not to take recent predictions of the impending collapse of the motion picture industry too seriously.



Arthur Mayer

In a speech to be delivered to the faculty and students of the University of Pennsylvania's Annenberg School of Communi- (Continued on page 4)

Censorship Prime Item At Texas Drive-in Meet

Special to THE DAILY

DALLAS, Feb. 10. — Censorship strode strongly to the fore today as one of the chief problems facing exhibition, along with the old standbys: shortage of product, lack of orderly release, toll television and sale of post 1948 films to TV at the eighth annual convention of the Texas Drive-in Theatre Owners Association at the Sheraton-Dallas Hotel.

Speaking at the working session at- (Continued on page 8)

Columbia, M-G-M Make South African Deal

Distribution of Columbia pictures through the M-G-M organization in South Africa in a deal involving two years' product was announced yesterday by the two companies.

First picture in the arrangement will be "Pal Joey," to be released in Jo- (Continued on page 9)

PERSONAL MENTION

SOL A. SCHWARTZ, president of RKO Theatres, accompanied by Mrs. Schwartz, will leave here tomorrow for a month's trip to Europe and the Far East.

DICK WINTERS, 20th Century-Fox publicity executive, has left New York for Washington.

SIDNEY L. BERNSTEIN, chairman of the Granada Group, Ltd., and **JOHN HAMP**, publicity director of Granada Theatres, will leave London tomorrow for New York.

CHARLES SCHLAIFER, president of Charles Schlaifer & Co., has returned to New York from Puerto Rico.

WILLIAMSON RICHARDSON, president of Capital Releasing Corp., Atlanta, has returned there from Jacksonville.

IRVING LESTER, manager of motion picture promotion for *Pictorial Review*, will leave here over the weekend for the Coast.

CARY GRANT has returned to New York today from Paris.

ARTHUR MILLER, playwright, has left here by plane for Ireland.

TOM NAUD, producer, and **RICHARD FELDMAN**, director, who made "Pond's Presents Paris," to be seen Feb. 29 on NBC-TV, have returned to New York from France.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
YUL BRYNNER • KAY KENDALL
in a STANLEY DOONEN Production
"ONCE MORE, WITH FEELING!"
A COLUMBIA PICTURES RELEASE
IN TECHNICOLOR®
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Whenever Seconds Count
Don't take chances—Order
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EDITORIAL

CONTINUED FROM PAGE 1

tivities Committee and the refusal of ten witnesses to state whether or not they were or had been Communists. Late in November of 1947, the same week in which Congress cited the ten witnesses for contempt, the members of the Association of Motion Picture Producers and the Society of Independent Motion Picture Producers announced a statement of policy. It has come to be known as the Waldorf Declaration, named after the New York hotel where approximately 50 leaders of the industry conferred under the chairmanship of Eric Johnston, president of the Motion Picture Association.

The key statement of the declaration was, "We will not knowingly employ a Communist or a member of any party or group which advocates the overthrow of the U. S. by force or by any illegal or unconstitutional methods." The declaration also said, "We will forthwith discharge or suspend without compensation those (the witnesses cited for contempt of Congress) in our employ, and we will not reemploy any of the ten until such time as he is acquitted or has purged himself of contempt and declared under oath that he is not a Communist."

IT WAS recognized at the time that this policy would be difficult to carry out, especially in the absence of "a national policy, established by Congress, with respect to the employment of Communists in private industry."

As citizens Communists and their bedfellows have basic rights under the Constitution that may not be taken away. They enjoy other rights that may not be circumscribed without legislative and court actions. The motion picture industry has no legislative or judicial powers. An individual company or an individual producer obviously is free to hire anyone he wishes.

The whole problem of loyalty has come recently into sharp focus following statements by two leading independent producers that they would hire anyone, Communists included. The American Legion's Commander, Martin B. McKnally, meanwhile has charged a new "red invasion" of the industry and cited employment of two individuals as writers in apparent disregard of the "Waldorf Declaration."

Where does all this leave the motion picture and its public relations today?

First of all it is essential to insist that the responsibility of the producer, distributor and the exhibitor concerns what gets on the screen. The record of the preservation of the integrity of the screen is excellent. It cannot be proved that Communists or sympathizers—no matter how hard they tried—ever made a substantial impact on screen content. This clear record must be maintained.

Next, steps should be taken to establish the fact that the so called Waldorf Declaration was not intended as un-changing policy to persist to the end of time. It was an outspoken reaction to a serious public relations matter existing in 1947. It was made with the best intentions and great good will but even at the time some felt that its language was too embracing.

TIMES have changed in the past 13 years. In this period the "cold war" got very hot over the Berlin blockade and in Korea. Recently the international temperature has moderated but now there are signs of a stiffening attitude on the part of the Soviet Union. All these shifts have had an influence on what American audiences will accept on the screen.

Companies and producers that enter into contractual or employment relationships with individuals of questionable background must assess all the factors involved. Talent and aptitude must be weighed against the climate of public opinion prevailing now or possibly in the future.

An excellent rule of conduct was expressed by Mr. Johnston in his statement on this subject made in September, 1947, prior to the Congressional hearings on alleged Communist penetration of Hollywood: "We have no responsibility for the political or economic views of any individual. But we are responsible for what goes on the screen."

It is important always to remember that the individual has rights and so also does a company, an industry, the public and the nation.

'Year of Big C' Hailed in Brochure

To announce that 1960 is "The Year of the Big C," Columbia Pictures is distributing more than 15,000 "C" brochures to important opinion makers throughout the world. Purpose of the informational brochure is to demonstrate that Columbia "is delving the bigger and better production has promised in mid-1958 when present management team was stalled."

The brochure spotlights 37 films which will be released by Columbia during 1960, and 26 major films scheduled to go into production in the coming year. It also names 40 independent producers releasing through Columbia, pictures 64 stars appearing in the new films, and introduces 10 personalities being developed by Columbia.

Included in the 24-page brochure is a special insert of 40 pages, highlighting forthcoming product scene stills.

In addition, the brochure contains a double-truck horizontal gatefold and a single vertical gatefold for attention getting display pieces.

'Bismarck' Bow Tonight Will Include Parade

The premiere of 20th Century-Fox "Sink the Bismarck" at the Paramount Theatre tonight will be highlighted by a parade down Broadway, the appearance of top British and German political and military dignitaries and attendance of dozens of British veterans of World War II now living in the metropolitan area, including men, WRENS and WAFFS.

The parade, which will culminate in Times Square at the theatre, will consist of members of the British Veterans of America, Inc., and Pipe and Drum Corps as well as the Color Guard. At the theatre, Metropolitan and various international broadcasting groups, including British Broadcasting Company, Canadian Broadcasting and the Voice of America will record the premiere festivities to be seen and heard around the world.

Epstein's Son Dies

Lance Epstein, aged 3, son of Harvey Epstein, assistant to the president of Ben Adler Advertising, died Monday in St. Francis Hospital, Roseland, L. I.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Feb. 12, Lincoln's Birthday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-31. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 10¢.

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PROMOTIONAL PUSH FOR

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GREGORY RATOFF • Screenplay by HARRY KURNITZ based on his play • MARTIN GABEL and HENRY MARGOLIS • Produced and Directed by STANLEY DONEN

- 1 National Magazine Campaign in February and March, reaching better than 125,000,000 readers! LIFE, LOOK, LADIES HOME JOURNAL, McCALL'S, NEWSWEEK, TIME, REDBOOK and NEW YORKER!
- 2 National magazine and weekend newspaper supplement coverage!
- 3 Deluxe scene theatre trailer, hilariously narrated by Gregory Ratoff!
- 4 Theatre teaser trailers: one runs 1 minute, one runs 10 seconds!
- 5 TV trailers: 1 minute, 20 seconds, 10 seconds!
- 6 TV Featurette: 5 minute show on the fabulous Givenchy wardrobe for Kay Kendall, narrated by famed Capucine of France!
- 7 Radio Spots: Yul and Kay in sequences from the sound track!
- 8 Pyramid Book Tie-up: Novelized version of screenplay with picture-cover, and nationwide promotion!
- 9 Air France Tie-up: National "Once More, With Feeling" Contest, with vacations in Paris as prizes!
- 10 Coast-to-coast tour of Brynner paintings and sculptures from picture!
- 11 Full line of ad mats, posters, lobbies, stills, telops and special displays for showmanship-plus handling!

AND THE BIG KICK-OFF!
Showcase Premiere at Radio City
Music Hall Today!

Mayer Scores

(Continued from page 1)

ation today, Mayer refers to a recent statement by a prominent production-distribution company executive that major American film companies "will be whittled down from seven to three in a bitter battle for survival" in the next few years.

Mayer says such a statement "can be dismissed as a form of the same downbeat mentality that prompted a leading exhibitor a few years ago to announce that all Hollywood studios except one were doomed and would be closed in six months."

Frankovich Talk Recalled

While the former Times Square, N.Y., theatre operator, advertising-publicity and production-distribution executive and importer of foreign films mentions no names in his address, it is recalled that M. J. Frankovich, Columbia Pictures European executive, was quoted recently as predicting that only three or four American film companies will survive the next few years, and Edwin Silverman, Chicago theatre operator, predicted the closing of most Hollywood studios two years ago.

Addressing himself to the latest "prophet of doom," Mayer will say, "Actually, in the past decade, in spite of the advent of TV and the U.S. Supreme Court decision in the Paramount case, the industry has substantially strengthened its economic health and efficiency through independent production, wide screen processes, diversification and the production of costly but fabulously successful blockbusters.

Sees Success Assured

"The current threat to producers of a Hollywood strike," Mayer will say, "and to exhibitors of a sale of post-1948 film libraries to television may serve as a temporary setback. Nevertheless, continued technological progress, improved production and audience standards, and the inadequacies of TV, guarantee a resumption of the financial improvement made by all branches of the motion picture business in recent years."

Video I.T. Cancels TV Permit for N. M.

Special to THE DAILY

OKLAHOMA CITY, Feb. 10.—Video Independent Theatres with headquarters here has cancelled a permit for a proposed television station at Santa Fe, N. M., which it had been granted three years ago. It proposed transferring the transmitter site to a location just outside Albuquerque, resulting in protests from stations there.

Video asked for the cancellation because the ease has proven too costly and time-consuming to continue.

Postpone SEC Order

WASHINGTON, Feb. 10.—Illness of a witness has caused postponement until Feb. 15 of the SEC "stop order" proceedings pending against Skiatron Electronics and Television Corp.

FEATURE REVIEWS

Bobbikins

Rank—20th-Fox—CinemaScope

Oscar Brodney has written and produced a clever fantasy. "Bobbikins" is a 14-month-old English laddie able to speak with the wisdom, charm and resolve of a middle-aged man of the world who, after a fashion, needs every gram of his inventive resources to set his bedeviled father straight after the bright boy's put him in the Piccadilly stew.

This far-out tale stars Max Bygraves and Shirley Jones as the parents of the charming little blonde-haired sage who parlays a park bench friendship with the chancellor of the exchequer into hot stock market tips whose ends enrich his father and establish him as a gentleman. Poor Bygraves is stunned one day when his son's formidable speech accosts him from the playpen. But, naturally, when Miss Jones and the rest of the rational world refuse to believe that such a tiny lad has mouthed such enormous words, Bygraves lands on an analyst's couch. So rich does he eventually become, though, that Scotland Yard, the FBI and the United Nations are activated to restore balance to world economy.

But his wealth has spoiled Bygraves so his son calls for a reverse play. Bobbikins gives his father a phony stock tip and watches the Old Man's vicuna turn to acetate. This serves to reunite Bygraves with Miss Jones (the couple had become estranged) at home and in a new husband-wife nightclub act.

All in all a most amusing story. Bygraves, an English vaudeville star whose vocal style is similar to Danny Kaye's, and Miss Jones, sing several songs and hoof about a bit. But Bobbikins—in this inept adult world his precocity is to be blessed and encouraged—is the story and the story behind the story.

Running time, 89 minutes. General classification. Release, in June.

SAUL OSTROVE

The Big Night

Mayfair—Paramount

Well written, acted and directed, this obviously low budget picture reflects credit on a group of newcomers, many of whom show great promise. The only names it offers for exhibitor display are Dick Foran and Dick Contino, both far from the areas of performance in which their names became known.

It is a story of teen-agers and although somewhat contrived it is in the main valid and convincing and made more so by the competent performances given by Randy Sparks and Venetia Stevenson, who play the leads.

Sparks and Miss Stevenson are high school students on the verge of love. Accidentally they witness the pursuit of a gang of bank robbers who throw their loot into a canal. Sparks retrieves the stolen money and hides it from

Oklahoma Territory

Premium—United Artists

From the Premium Pictures team of director Edward L. Cahn and producer Robert E. Kent comes "Oklahoma Territory" featuring the legal and gun-slinging efforts of Bill Williams who, as Sam Houston's fearless son, manages to avert war between white settlers and Cherokee Indians, and win the fair hand of Gloria Talbott, daughter of Chief Buffalo Horn.

The younger Houston, like his father, is friendly to the Indians. But as district attorney of Fort Smith he must prosecute for murder Buffalo Horn, played by Ted de Corsia, who unjustly has been sentenced to hang for the slaying of the territory's Indian commissioner. The evidence is false, but Houston's ear has been caught by a promise from local eriminal interests to put him in the governor's chair, in exchange for a conviction. Houston therefore goes about his business in court forgetful of his reputation as a thorough man.

The Chief's hanging would provoke a profitable war between settlers and Indians. But Houston recovers hold of his conscience and, with some extraordinary legal stunts—he bursts into the court room wielding a pair of six-shooters and defends Buffalo Horn before captive judge and jury—wins acquittal and rides off with Miss Talbott. The real murderer is gunned dead and the illegal plot is plotted alongside the deceased culprit. There will be no war and Buffalo Horn is free to return to his people and prolong the peace.

"Oklahoma Territory" was written by Orville H. Hampton. Featured in the film are Grant Richards, Walter Sande, X Brands, Walter Baldwin and Grandon Rhodes. Music is by Albert Glasser.

Running time, 67 minutes. General classification. Release, in March.

S. O.

both the police and the sole surviving bandit. The temptation to keep it is strong and in fact he makes plans to that effect, although Miss Stevenson, as his conscience, is dubious. However the knowledge that it is there changes his life, he settles down to study, reforms his father, and gets a job. Finally he returns the money, in an heroic climax during which he is nearly killed by the remaining bandit.

The story is well developed with suspense and interest maintained even though the story line is obvious. Foran is good as the widower father, and Contino is suitably menacing as the bank robber.

Vern Alves produced and Sidney Salkow directed from an original story and screen play by Ric Hardman. Shooting was entirely on location on the California coast.

Running time, 74 minutes. General classification. February release.

JAMES D. IVERS

Skouras Theatres Will Sell 'Can-Can' Tickets

Skouras Theatres in the metropolitan area will start Saturday to sell reserved seats for the Rivoli Theatre engagement of "Can-Can," in Todd AO. To insure maximum facility in the undertaking, 60 managers of the Skouras chain will gather today in the home office of 20th Century-Fox to be addressed by 20th vice-president Charles Einfeld, and United Artists Theatres vice-president Salah Hassanein.

The Skouras Theatres simultaneously will run cross-plug trailers for the Todd-AO film while providing sale facilities and "hard-ticket" orders for the New York premiere run which begins March 9.

Sues for Construction Damage to Theatre

Special to THE DAILY

DENVER, Feb. 10.—Fox Intermountain Theatres has brought suit against Webb and Knapp, Inc., asking \$17,000 damages it claims were suffered by Centre Theatre here.

Webb and Knapp is erecting a 2-story Hilton Hotel immediately adjacent to the Centre. An excavation job which will allow for three floors underground parking at the hotel was cited as the cause of damage, which included eracked walls, water damage to the basement, falling plaster, frozen plumbing and dust damage to the drapes and screen, it is claimed. The action was filed by Robert Moch of Denver.

Six Fox Shorts Here

Today marks the first time in 20th Century-Fox history that six of the company's CinemaScope short subject releases are on first-run Broadway display at the same time, according to Abe Dickstein, New York branch manager. Now at the Roxy Theatre: "Romance of American Shipping"; at the Rivoli, "Outer Space Visitor" and "Assignment Argentina"; at the Radi City Music Hall, "Dew-Line (Disturbance Early Warning)" and "Frontier State"; at the Paramount, "The Secret of Sao Paulo."

New Distributor Co.

LOS ANGELES, Feb. 10.—A new film distributing company has been formed under the name of JEM Distributing Corp., headed by Seymour Borde, who will headquarter here and Irwin Joseph, who will operate out of Chicago. Both are veteran film distribution men, having served with several major companies in executive capacities. It will handle, among other product, reissues of King Bros. productions.

Morrison Joins Fox

Greg Morrison has joined the staff of the publicity department of 20th Century-Fox, effective immediately. Morrison resigned from the Independent Film Journal to accept the Fox post. He was formerly with the New York Herald Tribune.

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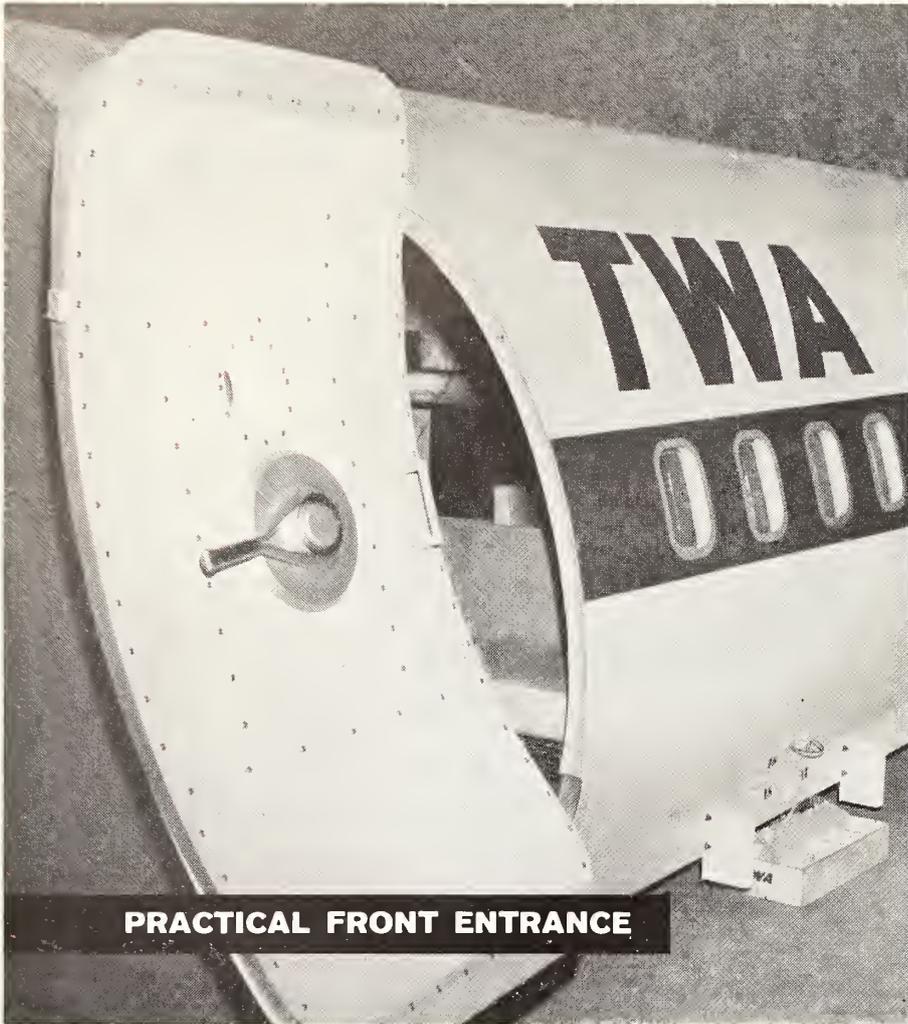


- 1 Special ad in 12 top fan and youth magazines reaching over 20 million readers!
- 2 "Radio Spectacular", a movie promotion first! Week-long round-the-clock spot saturations keyed to local playdates in 32 top markets!
- 3 Dean Martin's Capitol disc of "Who Was That Lady?". Special mailing to disc jockeys with taped greetings from Dino!
- 4 Jimmy Darren's hot platter from Colpix "Your Smile"!
- 5 Sheet music on both songs—both hits!
- 6 "Who Was That Lady?" Telephone Answering Stunt, using voices of Tony Curtis, Dean Martin and Janet Leigh!
- 7 Lux Soap Tie-up, with ads in 3 national magazines and picture credit!
- 8 Special Teaser Trailers: a package of 3 of them for big effect and big fun, together with special mailing piece!
- 9 Deluxe Theatre Trailer: with the stars in a surprise opening!
- 10 TV Trailers: an impact package of 3 1-minute and 3 20-second spots!
- 11 Radio Spots: highlighting the stars and a catchy jingle!

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Exterior Stock Shots: New Jet exterior footage of the TWA Jets in flight is now available in color and black-and-white.

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MA 4-9441 in Los Angeles

Ask for Al Douglas or Byron Schmidt

TWA
THE JET LEADER

PEOPLE

Albert M. Pickus, president of Theatre Owners of America and owner of the Stratford Theatre, Stratford, Conn., has been appointed civil defense chairman of the Stratford Chamber of Commerce. He has served for a number of years as the town's civil defense director.

Harrison "Red" Reader, associated in the past in a financial capacity with several production firms and who recently joined the business development department of the New York Stock Exchange, has joined the investment banking firm of Federman, Stonehill & Co., in charge of that organization's new business development department.

Phil Gravitz, who is leaving the Hartford branch managership for M-G-M to take on a similar task for the company here, was guest of honor recently at a testimonial luncheon in the Colonial House, Hamden, Conn.

Mrs. Norman E. Kerth has been re-elected president of the New Orleans Better Films Club. Other officers elected at the recent meeting are: Mrs. George Broas, first vice-president; Mrs. Edwin P. Muller, second vice-president; Mrs. Francis Waguespack, third vice-president; Miss Helen Schillin, recording secretary; Mrs. Roy L. Richardson, corresponding secretary; Mrs. May R. Oppenheimer, treasurer, and Mrs. Jennie McEwen, registrar.

'Room' Record Here

"Room at the Top" has established record grosses for Continental Distributing, Inc., in the six most recent theatres joining the city break for the New York area, it was announced yesterday. The combined first week's gross at the theatres was \$38,354, and the picture is being held over in all situations for second week runs.

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Censorship Item in Dallas

(Continued from page 1)

torney Grover Hartt, Jr., urged the drive-in owners to guard their constitutional rights zealously to protect themselves from the dangerous controls pressure groups could bring about. He said the advent of the adult movie after World War II brought these additional problems to the exhibitor who has the responsibility of appealing to family taste but still must book what is available, and who has to keep up with the trends of the time and the taste of the day—the adult movie.

Hartt urged that producers and distributors use self-censorship and that the exhibitor be on guard against the lurid trailer and billboard which is often attacked when the movie itself is quite harmless.

Lauds Drive-in Operators

In speaking on "Censorship—the Exhibitor's Dilemma," he recognized the drive-in exhibitors as a mighty voice in the industry and warned that "censorship in any form violates your constitutional rights and should be resisted."

At the American International Pictures luncheon, Herman Beiersdorf traced the growth of A.I.P. from 1954 to the present day with a record of 75 features. Beiersdorf, divisional sales manager in Dallas, subbed for Leon Blender, whose plane was grounded because of a West Texas dust storm. Beiersdorf lauded the humble beginning of A.I.P. and its entry into the big time with "Goliath and the Barbarians," and promised pictures of

equal stature with "The Angry Red Planet," "Fall of the House of Usher" and "Aladdin and the Giant."

On the lighter side of the morning agenda, Jack D. Braunagel of Jay D. Bee Amusement Co., North Little Rock, Ark., said "our only problem is to take off our coats and go to work. We're not like the other merchants in town who have to wait for money. We have cash on the barrel head every night." He suggested a series of gimmicks for every week in the year, all hinging on much imagination with very little outlay of cash on the part of the exhibitor.

Spiro Papas Heard

Spiro Papas, president of the National Association of Concessionaires, and Frank E. Cahill, Jr. vice-president in charge of sales for Century Projector Corp., urged the installation of 70mm equipment for drive-ins as a real boost to the boxoffice.

In closed afternoon sessions Al Reynolds, speaking for president Claude Ezell, of Bordertown Theatres, proposed a solution to the theft-of-speakers problem. Dan Goodwin, city manager in Houston, has designed a speaker which can be used only for the purpose for which it has designed and cannot be converted for other uses.

Brandon Doak, Bordertown booker, led the discussion on shortage of product aggravated by the road-show policy, and the re-issue of films as first runs after they have been withdrawn from release.

Fitter Leaves for UA Denver, S.L.C. Meets

Al Fitter, United Artists Western division manager, leaves here today to meet with branch managers and salesmen in Denver and Salt Lake City next week to blueprint regional sales and distribution plans for UA's product program for 1960.

In the first of two sessions, Fitter, Denver branch manager Bud Austin and his staff, and Los Angeles district manager Ralph Clark, will confer in Denver on Monday. Clark will then accompany Fitter to Utah for meetings with UA representatives headed by W. W. McKendrick, Salt Lake City branch manager, in that city on Thursday, Feb. 18.

Warn D.C. Theatres on School-Hour Attendance

From THE DAILY Bureau

WASHINGTON, Feb. 10.—Managers of three local theatres have been warned to stop admitting school-agers during school hours. Michael Ritz, assistant corporation counsel for the city, warned that if the theatres do not cooperate with his request, the managers will be charged with contributing to delinquency of juveniles.

The theatres, all on Seventh St., N.W., are the Alamo, Broadway and Gem, all subsequent-run houses.

Brotherhood Week

(Continued from page 1)

ras, president of Skouras Theatres, and exhibitor chairman; Salah Hassanein, vice-president of Skouras Theatres and United Artists Theatre Circuit, Inc., chairman of the Metropolitan New York area campaign; Fred Goldberg, UA's national director of advertising, publicity and exploitation; Sid Newman, director of advertising and publicity for Magna Theatres; Burt Sloane, UA publicity manager, and Hyde Smith and Ford Baylor of the National Conference of Christians and Jews.

Reopen Catskill House

CATSKILL, N.Y., Feb. 10. — Samuel E. Rosenblatt, president of the recently formed Acme Theatres, Inc., will reopen the Catskill Theatre here in May or June. The 10-year-old theatre, operated on lease from the Farley interests of Albany, has been dark for four years.

P. O. Film Offered

WASHINGTON, Feb. 10. — Civic, school, and veterans organizations may obtain free use of a 14-minute color film produced by the Post Office with U.S. Navy cooperation that tells the story of the delivery of mail to American Armed Forces abroad.

'Post' Defends Kramer Preminger Vs. Legion

Stanley Kramer and Otto Preminger were praised in an editorial in the *New York Post* on Tuesday for "insisting that a (screen) writer should be judged by his talent, not his political orthodoxy." The editorial defended the producers against the American Legion "manifesto" charging a "new invasion of American film by Soviet-indoctrinated artists."

The *Post* states: "In defying the Legion, both Kramer and Preminger have put the issue of the blacklist in its true light. Should American culture conform to standards imposed by appointed ideological guardians should it represent the free functioning of creative talents?"

"In a free society," the *Post* adds "there can only be one answer."

Kramer on Television

(Continued from page 1)

script for Kramer's "The Defiant One and his forthcoming "Inherit the Wind." (Nathan Douglas is reported to have taken the Fifth Amendment avoid answering questions of a Congressional committee.)

Kramer during the TV interview emphasized his right to hire whom ever he pleases to write his screen plays. Regarding the "blacklisting" writers, he professed ignorance of the procedure followed in this operation and pointed to current rumors that some writers so proscribed worked in studios under assumed names. He admitted that the "blacklist" situation a major studio concern.

Disagreed Regarding 'Fifth'

Regarding Douglas' taking of the Fifth Amendment, Kramer said he disagreed with the writer, but added "the law is in the Constitution as right for people with whom I am in disagreement."

"There is a 'blacklist' situation," said Kramer, "but as there is no law on the books to justify it, I don't intend to abide by it."

In discussing his "On the Beach" which Kramer said is a "smash" everywhere, he pointed out that United Artists financed the film as a partner that it cost \$2,763,000 and is expected to gross \$15,000,000. He declared that it has provoked an uncommon amount of discussion on the subject of nuclear warfare.

Tells of 'Disasters'

Concluding in a lighter vein, Kramer told his audience that although he had made 22 pictures, he has "the longest list of disasters in Hollywood."

Gets Hub License Post

BOSTON, Feb. 10.—Mayor John Collins of this city has named Richard Sinnott as new head of the city Licensing Department, replacing Walter Milliken, who had served in the post for several years. Sinnott, a former assistant manager for M&P Theatres, is at present with Associated Press.

He will assume his new post late this month.

Minimum Pay

(Continued from page 1)

Administration would reverse its previous stand against a minimum wage boost. Up to now, there has been no hint of such a policy reversal. Mitchell is reported to believe a higher minimum is economically justified and politically expedient, in the name of a Democratic drive to raise the minimum to \$1.25 an hour. Mitchell is convinced \$1.25 is too high, and if Congress were to pass such a bill, the President should and would veto it.

The Senate labor committee is scheduled to meet in Washington on Monday to discuss proposed changes in the minimum wage law. Up for discussion will be the bill introduced by Sen. John Kennedy (D., Mass.). As it stands, the bill, if enacted, would subsidize theatres with gross sales of less than \$750,000 a year to payment of a minimum wage of \$1 an hour 18 months after enactment, but they would be exempt from overtime premium payments. Theatres with sales in excess of \$750,000 would be placed on a wage escalator which would have them pay \$1 hourly during the first year, with a rise to \$1.25 after the fourth year. They would also have to go to a 40-hour week.

Hearing May Be Postponed

There is some possibility that the Senate labor committee will not be able to hold its hearings as scheduled. Democratic whip Mike Mansfield (D., Mont.) has called a meeting of all Democratic Senators at about the same time that the labor group is slated to convene. This may force a postponement.

Once the committee gets to work on the bill, the actual rise in the minimum wage rate itself will be hotly debated within the committee. Some members—taking a long (and possibly a rash) look into the future expect the group eventually to compromise on a measure that broadens the coverage of the law to some extent but does not raise the federal laws' pay floor.

Local Break Campaign Employed for 'Petticoat'

Universal-International has developed an extensive promotional campaign to launch "Operation Petticoat" in its first sub-run New York break which begins next Wednesday in 75 theatres, including the RKO circuit.

Highlights of the campaign will be in newspaper advertising by Associated Food Stores here; Associates participating for the film on the "Between the Lines" television show; two-week radio contest on Bill Culley's WRCA show, and Universal's newspaper advertising in local cities.

Reopen Wyoming House

LUSK, Wyo., Feb. 10.—The Wyoming Theatre here, operated by M. E. Tier, will reopen on Feb. 19, at which time remodeling, redecorating and the installation of a new sound system will have been completed.

Short Subjects

(Continued from page 1)

Film Enterprises, Inc., Shirley Clarke, Willard Van Dyke, Irving Jacoby, producers.

Cartoon subject: "Mexicali Shmoes," Warner Bros., John W. Burton, producer; "Moonbird," Storyboard, Inc., Edward Harrison, John Hubley, producer; "Noah's Ark," Walt Disney Productions, Buena Vista Film Distribution Co., Inc., Walt Disney, producer; "The Violinist," Pintoff Productions, Inc., Kingsley International Pictures Corp.

The short subjects awards nominating committee is composed of all active members of the Academy's short subjects branch, plus three members chosen by lot from each of nine other Academy branches—actors, art directors, cinematographers, directors, film editors, music, producers, sound and writers.

Final screening of the nominated short subjects will be held Sunday, Feb. 21, at the Academy Award Theatre. At that time, active Academy members present will view the films and select their single choice for the winning short subject achievement in each classification.

Announcement April 4

Winners will be announced April 4 at the 32nd annual Academy Awards presentations which will be carried over the combined radio and television facilities of the National Broadcasting Company and the Canadian Broadcasting Company.

The short subjects awards were instituted in 1932. The first winner was Walt Disney, who leads the field with 18 "Oscars," 11 for cartoons and seven for live action. Other multiple winners include the late Gordon Hollingshead with 10, Jack Chertok with eight and Fred Quimby with seven.

Columbia and MGM

(Continued from page 1)

Johannesburg on Feb. 24. Such top product as "Anatomy of a Murder," "Middle of the Night" and "The Key," among others, will follow in short order.

These and the other pictures covered by the deal will play the Metro Theatres in Johannesburg, Durban, Cape Town, and Salisbury, Southern Rhodesia.

The territory involved in the contract includes all of Africa south of the Equator, comprising the Union of South Africa, Kenya, Uganda, Tanganyika, Southern and Northern Rhodesia, and Portuguese East Africa.

Hollywood Museum

(Continued from page 1)

Manager Orville Caldwell, the study will include various methods of financing the museum, construction costs, estimates of sources of potential revenue, and preliminary architectural plans.

The museum, as already reported, will be located east of Highland Ave., opposite the Hollywood Bowl on property now owned by the county, and additional adjacent acreage which the county has agreed to acquire.

N. Y. Designates April 4 'Academy Awards Day'

Maureen O'Hara has been delegated by the motion picture industry to receive next Monday from Mayor Robert F. Wagner the official proclamation designating Monday, April 4, as Academy Awards Motion Picture Theatre Day in New York.

The proclamation, citing the employment of 45,000 industry workers here, is being issued in connection with the nationwide telecast of Academy Awards in Hollywood under sponsorship of the industry.

Coyne, Frick Settle Compensation Dispute

From THE DAILY Bureau

WASHINGTON, Feb. 10. — Baseball Commissioner Ford Frick and Robert Coyne, Washington attorney, have reached an amicable settlement of the dispute between them regarding the amount of compensation Coyne was to receive in connection with baseball legislative problems in Congress during 1958, it was learned today. The settlement was for a "substantial" amount, it was reported.

Coyne is former general counsel for the Council of Motion Picture Organizations.

Attorneys for the plaintiff were Michael Mayer and Samuel Spring of New York City and for the defendants Wilkie, Farr and Gallagher, also of New York.

'Oscar' Aid

(Continued from page 1)

ship of James R. Velde. This new sales effort, which has never been utilized before, is expected to at least double the number of participating theatres.

Every exchange branch will receive a supply of press books as soon as they are off the press next week. Every exchange branch will be supplied with a set of "Oscar" posters in the three sizes. And every exchange branch will have the Academy trailer to be screened as a part of all industry screenings up until "Oscar Night," Monday, April 4.

This participation by the industry's sales representatives will be in addition to COMPO's coverage of exhibitors through the regular COMPO field exhibitor committees.

'Oscar' Telecast

(Continued from page 1)

Carthy, COMPO executive secretary, was advised yesterday by B. B. Kahane, president of the Academy.

"The time spot announcements (station breaks) of last year were unsatisfactory and disappointing in some areas. Therefore, we will provide tapes for the announcement this year to insure uniformity. The theatres and exhibitors will be included in the wording along with the other groups who have so generously assisted us again this year as in the past," Kahane said.

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SPORTS—PLAY BY PLAY

BILL MALONE



COMMERCIAL SPOKESMAN FOR:

- The Texaco Company
- Falstaff Beer
- Bell Telephone



BUD PALMER

"SUNDAY SPORTS SPECTACULAR"

CBS-TV for
Schlitz Beer

COMMERCIALS:

- Spokesman for Schick Injector Razor
- Schlitz Beer

PERSONAL REPRESENTATIVE—LESTER LEWIS ASSOC.

All
the News
That
Is News



MOTION PICTURE DAILY

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to the
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OL. 87, NO. 30

NEW YORK, U.S.A., MONDAY, FEBRUARY 15, 1960

TEN CENTS

On Guard

Calm Continues

On Legislative

Fronts to Date

Anticipated Anti-Industry Bills Haven't Materialized

From THE DAILY Bureau

WASHINGTON, Feb. 14.—The entire state legislative front, as it affects motion pictures and theatres, continues in a tranquil state, industry legislative observers here report.

With numerous state legislatures in session or scheduled to convene, the appearance of a variety of new tax and censorship bills would not have surprised the legislative watchdogs. However, thus far no measures of major concern to the industry have been spotted in the legislatures which have convened since Jan. 1 and there have been no reports to date of such bills in preparation for filing in those legislatures which are scheduled to convene in the near future.

On the other hand, the Kansas legis-

(Continued on page 6)

Knoxville 'Trust' Action Goes to Court April 11

Special to THE DAILY

KNOXVILLE, Tenn., Feb. 14.—April 11 has been set as the date for trial of one of the two \$1,000,000 film anti-trust suits filed here. This litigation involves New Amusement, Inc. of Knoxville against Wilby-Kinney Service Corp. and the major distributing companies.

New Amusement, Inc. operates the

(Continued on page 8)

Nancy Kwan Is 'Suzie'; Production Is Resumed

From THE DAILY Bureau

LONDON, Feb. 14.—Nancy Kwan, 20-year-old Eurasian beauty from Hong Kong, has been selected to replace France Nuyen in the title role of the film version of "The World of Suzie Wong." Miss Kwan will make

(Continued on page 6)

TELEVISION TODAY—page 6

Study Ideas for O'Donnell Memorial; Hospital Unit Hopes for Decision Soon

Ideas for a suitable memorial to the late Robert J. "Bob" O'Donnell are now under study by the O'Donnell Memorial Committee of the Will Rogers Hospital Fund, and it is anticipated that a decision will be made within a month, it was reported at the week-end.

Four Pictures Removed From CEA Banned List

By WILLIAM PAY

LONDON, Feb. 14.—Four pictures have been removed from the list of 65 films that members of the Cinematograph Exhibitors Assn. are asked not to play in their theatres, it was reported at the weekend.

The "white-washed" films are "The Sheriff of Fractured Jaw," a 20th-Fox release; "The Story of Esther Costello" and "The Whole Truth,"

(Continued on page 8)

Four-City Premiere Is Held for 'Bismarck'

"Sink The Bismarck," 20th Century-Fox's new film was launched ceremoniously Thursday night at four simultaneous international premieres, in four of the largest English-speaking cities of the world.

The around-the-globe debuts attracted royalty, diplomacy, officialdom and entertainment personalities in

(Continued on page 3)

Warn of Exaggerating Effects on Foreign Policy of U. S.-Russian Cultural Agreements

From THE DAILY Bureau

WASHINGTON, Feb. 14.—Some comments on the U.S.-Russian cultural agreements were made over the weekend in a study prepared for the Senate Foreign Relations Committee. Drawn by a Columbia-Harvard research group under the administration of Columbia University, the study finds the cultural exchange program worth-while, though it points out that encouraging the exchange should not lead to "exaggerating the effect of these forms of collaboration upon the objectives of Soviet foreign policy, or upon the fundamental incompatibility between those objectives and our own."

From the Soviet viewpoint, the study asserts, international cultural exchanges offer "opportunities to acquire technical information in fields in which the Soviet Union still lags, and opportunities to create more favorable public attitudes in the West toward the Soviet Union."

From the U.S. point of view, "the exchange program offers opportunities to learn more about the Soviet Union, and to give Soviet citizens a more accurate picture of the outside world."

The group concludes that "it is not likely that the cultural exchanges will moderate the underlying causes of conflict with the Soviet Union, particularly in the short run, but it may be that a long-term, low-keyed, low-expectancy channel of contact with the people of the Soviet Union and of Eastern Europe will have a cumulative effect in a healthy direction."

Rembusch Active

Gov't Probe of Para. Decree Still Possible

Though Unlikely in 1960, Allied Plea Has Support

By E. H. KAHN

WASHINGTON, Feb. 14.—The continued activity of Allied States Association seeking an investigation into the administration of the Paramount Consent Decree may possibly lead to a Congressional inquiry into its operations, it is believed here. Though there are some political factors which favor an investigation this year, the weight of probabilities seems to oppose any early probe.

If there are no hearings this year, however, it should not be taken to mean that Congress has spurned the Allied viewpoint, which is being presented here frequently by Truman Rembusch, former Allied States president. But the schedules of the House Judiciary Anti-trust Subcommittee and the House Government Opera-

(Continued on page 6)

Texas Drive-in Assn. Reelects Tim Ferguson

Special to THE DAILY

DALLAS, Feb. 14.—Tim Ferguson, Grand Prairie, Texas, has been reelected president of the Texas Drive-In Theatre Owners Association. Elevated from director to vice-president is Harold Novy, Dallas.

Others reelected are: vice-presidents, Skeet Noret, Lamesa, and Bob Davis, Sherman; treasurer, A. J. Valentine, Lockhart, and secretary, M. K.

(Continued on page 7)

Ask New Approach to Saving Small Theatres

From THE DAILY Bureau

WASHINGTON, Feb. 14.—A new approach by the whole industry to the problem of the small town theatre—"not merely its survival but its continued growth and prosperity" is called for by the Emergency Defense Committee of Allied States Theatres

(Continued on page 7)

AIP Appoints Reich Foreign Dist. V.-P.

William G. Reich has been appointed vice-president in charge of foreign distribution for American-International Pictures, James H. Nicholson, AIP president, and Samuel Z. Arkoff, executive vice-president, announced here at the weekend.

Reich has been manager of the AIP export corporation for 14 months. He was associated with RKO and Allied Artists in several

(Continued on page 3)



William Reich

PERSONAL MENTION

ABE MONTAGUE, Columbia Pictures executive vice-president, is on a South American cruise.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, **BERNARD LEVY**, have arrived in Hollywood from San Francisco.

JAMES R. VELDE, United Artists vice-president in charge of domestic sales, and **MILTON E. COHEN**, Eastern and Canadian division manager, will return to New York today from Montreal.

DAVID LIPTON, Universal Pictures vice-president, returned to Hollywood at the weekend from New York.

JOSEPH M. SUGER, Magna Theatre Corp. vice-president and general sales manager, will return to New York today from the Coast.

CHESTER F. CASANAVE, executive vice-president of Fred Astaire Dance Studios, left New York on Friday for London.

JAN MCART, television actress-singer, has returned to New York from the Coast.

8 Weeks for 'Petticoat'

"Operation Petticoat," the Granart Production released by Universal-International, started eighth weeks of its first-run engagements in 18 key situations on Friday, setting holdover records in each situation. The picture originally opened first-run in these cities and theatres on Christmas Day and started eighth weeks on Lincoln's Birthday. In 15 of the situations, "Operation Petticoat" is playing in the original first-run theatre in which it opened.

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SPECIAL TRAILERS**



LONDON: Spyros P. Skouras is congratulated by His Royal Highness Prince Philip at the brilliant premiere of "Sink the Bismarck" at the Odeon Theatre, as Mrs. Skouras and Lord Brabourne, producer, look on. "Bismarck" was made possible by the determination of the Fox president to present this tribute to the Royal Navy.

Three More Companies Sign with Writers Guild

From THE DAILY Bureau

HOLLYWOOD, Feb. 14. — The Writers Guild of America has announced that the Otto Preminger, Gary Cooper and Kirk Douglas companies have agreed to accept the guild's contract demands.

The guild asserted that with the agreement of these three companies, it considered the strike against the independents "virtually won."

"In reaching a mutually satisfactory agreement with the Otto Preminger, Gary Cooper and Kirk Douglas companies," Ken Englund, president of the screen branch, stated, "we have now withdrawn more than one half of the independent companies from the original strike order. Now that a pattern acceptable to both sides has been achieved with the majority of the independents, we have every reason to believe that the remaining companies will reach an agreement as rapidly as that can be accomplished."

Columbia 'Lady' to Bow At Keith in Washington

Ansark-George Sidney's "Who Was That Lady?," a Columbia release, will have its world premiere at the Keith Theatre in Washington, D. C., on Wednesday, Feb. 17.

The following day the picture will open at the State Lake Theatre in Chicago.

Dell Book for UA Film

A nationwide comic book promotion for Bert Gordon's "The Boy and the Pirates" is planned by United Artists and Dell Publications. The 36-page book will blanket 10,000 department stores, retail outlets and newsstands throughout the country. It will feature full cast and credits for the UA release as well as action scenes in comic drawings.

Brief-Filing in 60 Days Asked in Goldwyn Case

Special to THE DAILY

SAN FRANCISCO, Feb. 14.—Federal Judge George B. Harris has instructed opposing counsel in the Samuel Goldwyn two-million-dollar anti-trust suit against National Theatres, Fox West Coast Theatres and other subsidiaries, to file briefs within 60 days before he can hand down a decision in the almost 11-year-old litigation. The suit originated in 1950.

The court's instructions to Joseph L. Alioto, attorney for Goldwyn, and Arthur B. Dunne, representing National Theatres et al, climaxed the past three days of closing oral arguments in the case which was heard in 1958 before the late Judge Edward P. Murphy, who died before reaching a decision.

Upon receipt of the briefs, Judge Harris will return a verdict after reading the voluminous transcript of the more than three months of testimony heard by Judge Murphy.

PTA Group Studying 'Unfit' Films in N.C.

Special to THE DAILY

SALISBURY, N. C., Feb. 14.—Following a meeting of the citywide PTA council here, two prominent Salisbury schoolmen were charged with the responsibility of "looking into the unfit motion picture situation." They are Boyden High School Principal J. H. Nettles and Knox Junior School Principal Harold Isenberg.

Informed sources here explained that the development followed recent complaints against "unfit motion pictures" lodged with the Salisbury City Council by Father Francis J. McCourt, pastor of Our Lady of Victory Mission. City Council declined to take any action in the matter, however, and advised Father McCourt to seek the cooperation of the Parent Teacher Council here.

Columbia Has Full Page 'Times' Ad

Columbia Pictures took a full page ad in yesterday's *New York Times* to promote five of its releases currently showing in seven theatres in the midtown area. The page had a panel in the upper left portion which was headlined "New York's First Big Hit of the New Year Are All From Columbia."

This panel carried listings for Stanley Donen's "Once More, With Feeling," just opened at the Music Hall; Carol Reed's "Our Man in Havana" in its third weeks at the Trans-Lux 52nd St. and the Forum; Sam Spiegel's "Suddenly, Last Summer" in its eighth weeks at the Criterion and the Sutton; Highroad's "The Mouse That Roared" in its 17th week at the Guild; and "Swan Lake," in its third week at the Trans-Lux Normandie.

Detroit Variety Tent Sponsors New Clinic

Special to THE DAILY

DETROIT, Feb. 14. — As the highlight of Variety Week in this city, William M. Wetsman, chief barker of the local Tent, presented a check for \$10,000 to Dr. John J. Pollack, chief of staff for the Children's Hospital of Michigan.

It was the first of what will be continuing payments for the establishment and operation of the "Variety Club Growth and Development Foundation," which will be housed in the Children's Hospital.

The presentation was made at a civic luncheon at the Sheraton Cadillac Hotel here attended by Mayor Louis C. Miriani of Detroit and other city officials. Earlier, the Mayor had proclaimed last week as Variety Week.

Dr. Woolley Supervisor

Supervising the work at the new Foundation will be Dr. Paul V. Woolley, pediatrician in charge of the Children's Hospital, and professor of pediatrics at Wayne State University. The Foundation will establish an endocrine analytical clinic rendering services which residents of the state now must travel long distances to obtain. It will also set up a laboratory to engage in research which could affect one of every 10 children taken sick here.

Ida. Drive-In Joins TOA

Miles and Bert Schneider have enrolled their Sunset Drive-In of Salmon, Idaho, in Theatre Owners of America, it was announced jointly by Albert M. Pickus, president of TOA and John Krier, president of Mountain States Theatres Association, Salt Lake City.

The Bismarck'

(Continued from page 1)

London, New York, Washington, D.C. and Toronto.

In London—Prince Philip, accompanied by Lord Mountbatten, Admiral of the Fleet, greeted Spyros P. Skouras, president of 20th Century-Fox and Mrs. Skouras in the lobby of the Odeon Theatre.

Read newspaper reviews in London piled Skouras as the man whose determination brought this great naval epic to the screen.

Leicester Square was ablaze with lights as cordons of London police and the Queen's Own Guards protected the royal party. The Royal Marine Trumpeters sounded the duke's fanfare as veterans of the title were presented to Philip before the showing.

In New York the debut at the Paramount Theatre began with the sovereign British Bagpipers heralding the entrance of United Nations British Delegation chief Sir Pierson Dixon and German Consul General George Herderer. A parade into the Times Square area was led by contingents of the British Merchant Officers, The British War Veterans color guard and the Royal British Officer's Club. An unusual honor brigade inside the theatre was composed of former WRENS now living in the New York area. The WRENS greeted British Deputy Consul Gen. Sir Cedric Mabee, representing Sir Hugh Stevenson, Consul General.

In Toronto—The Right Honorable Vincent Massey, C. H., led the list of dignitaries from the Canadian government which included the entire chief justice division and the Cabinet of Ontario to the Imperial Theatre for the event. One hundred-fifty seamen from H.M.C.S. York, Vanguard, Ontario, illustrious, Temere, Scarborough and the Ark Royal formed an honor guard through which tables arrived. The Ark Royal and the Vanguard were two of the British ships which helped destroy the "unsinkable" Nazi battleship.

The British Broadcasting and Canadian Broadcasting Companies were on the scene interviewing celebrities at the theatre. Local television newsreels photographed the parades and marchers in front of the Imperial for next day's telecasting.

In Washington at Loew's Palace Theatre, the official host for the formal governmental bow was British ambassador to the U.S. Sir Haroldaccia. The Ambassador and his Lady were welcomed by Admiral Sir Geoffrey Thistleton-Smith, chief of the British Joint Services Mission and naval Attache of Great Britain. Members of both houses of Congress, representatives of the U.S. Diplomatic Corps, members of the Combined Chiefs of Staff, Washington society personalities and stars of stage and screen attended. The BBC and CBC also covered the D.C. bow in addition to the syndicated and local press reports.

Trailers for Each Other Run by 2 Coast Houses

From THE DAILY Bureau

HOLLYWOOD, Feb. 14. — Good-fellowship between exhibitor competitors can prove a likely boon to the motion picture industry. Management of the Stanley Warner Beverly Hills Theatre and the Fox Wilshire, where Columbia's "Suddenly, Last Summer" and "Our Man in Havana," are currently being shown, respectively, have agreed to run trailers on each other's attractions.

Matchmaker for the cross-plugs was Bob Goodfried, Columbia's studio publicity manager.

Saunders Retiring after 40 Years in Industry

Special to THE DAILY

BRIDGEPORT, Conn., Feb. 4.—Matt Saunders, veteran manager of Loew's Poli Theatre here is retiring after serving the industry for more than 40 years. He will not be completely out of the operations picture, however, as he will act as relief manager for Loew's Bridgeport theatres. Al Domian, his assistant, has been promoted to succeed Saunders as manager of Loew's Poli.

Saunders began his show business career with the late William F. Cody (Buffalo Bill) and his Wild West Show, touring the U.S. and Europe. Star attraction of the show was "Annie Oakley," the famed markswoman.

An editorial in the *Bridgeport Post* about Saunders lauded his work and interest in civic enterprises.

'Fisherman' Promotion By RKO Begins Here

A local exploitation campaign to promote Rowland V. Lee's "The Big Fisherman" has been instituted by RKO Theatres where the film opens Wednesday, March 2, Charles Levy, advertising and publicity director of Buena Vista Film Distribution Co., which is releasing the film, announced.

Promotion in television, radio, newspapers and religious publications will be used, along with exploitation interview records featuring co-stars Howard Keel, Susan Kohner, John Saxon, Martha Hyer and Herbert Lom, which will be played in RKO Theatre lobbies and local record stores. Arrangements have been made with Pocketbooks, Inc., publishers of the paperback edition of "The Big Fisherman," to use its trucks in promoting the film, the theatres and the book.

ASCAP's 1959 Gross Was \$30,030,967

From THE DAILY Bureau

HOLLYWOOD, Feb. 14. — Total gross receipts for the American Society of Composers, Authors and Publishers in 1959 was \$30,030,967.14, a jump of five per cent over the previous year, it was announced by Chairman Arthur Schwartz at the Society's annual dinner here.

Malaya House Reopens After Major Remodeling

Special to THE DAILY

SINGAPORE, Feb. 14. — The new Cathay Cinema in Sungei Patani, Kedah State, Malaya, has officially been reopened with 706 seats, following a \$250,000 renovation job.

The theatre stands on the site of the former Queen's Cinema which recently was bought by the Cathay Organization and almost totally razed to make way for the new house. Upstairs seats have been reupholstered and new downstairs seats are Delaron. The theatre's exterior and interior have been completely redesigned, and the old-fashioned Chinese opera hall effect has given way to a modern cinema building.

Lim Keng Hor, of the Cathay Organization, who flew up from here to attend the opening ceremonies, reported that his company now operates a chain of 60 theatres, of which 30 have been opened in the last three years. The houses are spread as far as Bangkok, 1,000 miles north of here, and Sandakan, 1,500 miles east of Singapore. Staff of the Cathay Organization numbers over 2,000.

In 1947 the Cathay Organization had only two theatres and a monthly average attendance of 100,000. Today, more than 1,500,000 patrons attend the Cathay cinemas each month.

Magoo Cancer Cartoon Available to Exhibitors

"Inside Magoo," a special Technicolor animated cartoon starring the nearsighted Mister Magoo and Jim Backus as his voice, has been completed by Stephen Bosustow, head of UPA, and is now available for theatrical bookings by exhibitors across the country, the American Cancer Society announced.

The six-minute cartoon's purpose is to motivate the public through the film medium to visit its doctor for a cancer checkup. Magoo is presented in a series of misadventures before he inadvertently gets his checkup. "Inside Magoo" is being distributed by Columbia Pictures, and exhibitors may order free prints of the film through their local units of the American Cancer Society.

15 Standard Theatres Become TOA Members

Fifteen theatres of the Standard Theatres, Inc., circuit of Wisconsin, have joined the Theatre Owners of America, it was announced by Albert M. Pickus, TOA president. The circuit membership was obtained by George Roscoe, TOA director of exhibitor relations, from Eugene F. Ling, Standard Theatres general manager.

Ling enrolled the following theatres: the Riverside and 41-Twin in Milwaukee; the Park and Pix in Waukesha; the Majestic and Ellis in Beloit; the Geneva in Lake Geneva; the Kenosha, Mid-City and Keno in Kenosha; the Bay and West in Green Bay; the Stardusk in Sheboygan; the Mid-City in Janesville; and the Westgate in Racine.

Memphis Censors at Odds On What Has Been Banned

Special to THE DAILY

MEMPHIS, Feb. 14. — The new board of censors of this city has a first-class hassle going already. One member, Eugene Bearman, said two films, "Jack the Ripper" and "The Hypnotic Eye" have been banned. "They are gory and gruesome. Not fit to see," he said.

Mrs. Judson McKellar, chairman said they were passed by the board, adding "all five of us asked that two films be cut. Distributors refused." One film Mrs. McKellar mentioned was "Who Was That Lady?"

Other members were not reached or would not comment.

Reich Named

(Continued from page 1)

capacities, and began his career in film distribution with Twentieth Century-Fox in Argentina.

Reich will accompany Nicholson and Arkoff to Europe next month for finalization of recent AIP coproduction deals.

During Reich's management tenure with the export corporation, franchises were set up in Colombia, Cuba, East Africa, South Africa, Panama, Peru, Puerto Rico, Trinidad, Venezuela and Brazil. Picture distribution deals were concluded in Chile, Denmark, Germany, Hong Kong, Japan, Lebanon, Holland, Pakistan, Singapore, Malaya, Sweden, Mexico and Australia.

Triton Pictures Moves Offices in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Feb. 14 — Triton Pictures Corporation has moved its Hollywood office from the Goldwyn Studios to 8981 Sunset Boulevard. Making their headquarters at the local office are Plato and Charles Skouras, while Spyros, Jr., president of the corporation will continue to make New York his base.

The company is preparing two productions for early filming, one based on the Life of St. Francis of Assisi, for which Eugene Vale has done the screenplay, and the other the film version of the Niven Busch best seller, "California Street," for United Artists release. Screenplay is being written by George Zuckerman, the Triton Company not being effected by the writers' strike.

'Miller' Is Anticipated

The re-release of "The Glenn Miller Story" by Universal-International starting in March with an all-out promotional campaign, has been given added impetus by the research survey recently concluded by Sindlinger and Company, who found that there are 21,500,000 patrons who can be expected to see the picture, Universal reports.

Chance Meeting

**EXPLOSIVELY
COMBINING**

**LAURA'S
ECSTATIC MYSTERY...**

**ROOM AT THE TOP'S
UNCOMPROMISING FRANKNESS...**

**BRIEF ENCOUNTER'S
BITTERSWEET ROMANCE...**

**DIABOLIQUE'S
SHEER SHOCK!**

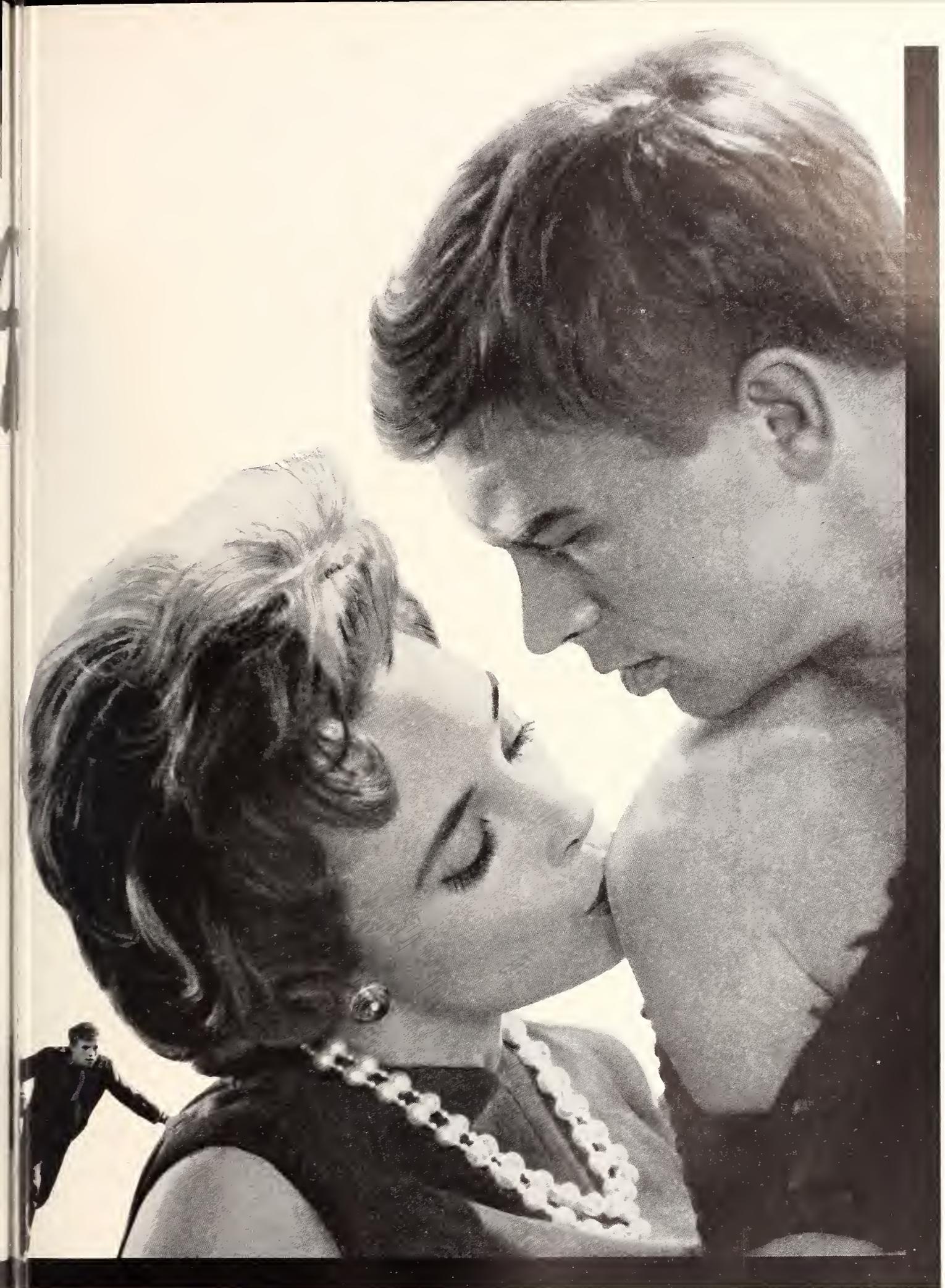
**"A DRAMATIC
CREATION
CONSIDERABLY
BETTER THAN
'ROOM AT
THE TOP'!"**

—Hollywood Reporter

A motion picture as creative as love...brilliantly, mysteriously different...as man is from woman.

A PARAMOUNT RELEASE starring

HARDY KRUGER · STANLEY BAKER · MICHELINE PRES



nted by SYDNEY BOX ASSOCIATES LTD. • A JULIAN WINTLE-LESLIE PARKYN Production • Produced
VID DEUTSCH • Directed by JOSEPH LOSEY • Screenplay by BEN BARZMAN and MILLARD LAMPELL

Television Today

Fellows to Keynote Broadcasting Meet

From THE DAILY Bureau

WASHINGTON, Feb. 14.—The National Association of Broadcasters announced that President Harold E. Fellows will make the keynote address at the 5th annual Conference of Presidents of State Broadcasting Associations. Also announced was the complete program for the two-day conference, Feb. 24-25, at the Shoreham Hotel in Washington.

Fellows will speak at the first morning session. Howard H. Bell, assistant to the president for joint affairs, is conference chairman and will preside at all of the sessions.

Following Fellows' keynote address, four NAB staff executives will report on "Broadcasting in the Sixties." The report is planned as a thorough exploration with the state association presidents of the current problems facing the broadcasting industry and the outlook for the 60's.

Meagher, Brown to Speak

John F. Meagher, NAB vice-president for radio, and Thad H. Brown, Jr., NAB vice-president for television, will discuss the current problems of radio and television, respectively, and the industry's self-regulatory activities. Douglas A. Anello, NAB chief counsel, will review the NAB testimony and position taken recently at the Federal Communications Commission hearing on programming. Vincent T. Wasilewski, NAB manager of government relations, will discuss legislative developments growing out of recent inquiries into broadcasting.

At noon on Wednesday, the state presidents will go by bus to the national awards luncheon of the Voice of Democracy broadcast scriptwriting contest at the Statler Hilton Hotel. The contest is sponsored by the NAB and the Electronic Industries Association in cooperation with the Veterans of Foreign Wars. Many state broadcasting associations have sponsored the contest on the local and state levels.

Reports Due on Wednesday

On Wednesday afternoon, the program will feature state association reports. These will include "Projects and Activities" by John C. Cooper, Jr., president of the Alabama Broadcasters Association; "The Right to Advertise" by Carlton Dargusch, Jr., secretary-treasurer, Ohio Association of Broadcasters; "The Right to Know" by Elby Stevens, president, Maine Association of Broadcasters; "State Promotion" by Charles B. Brakefield, president, Tennessee Association of Broadcasters, and "The Personnel Placement Bureau" by Jack Gilbert, president, Nebraska Broadcasters Association. A

question and answer session will follow these reports.

The Thursday morning session will include: a report on the operation of the Freedom of Information Center at the University of Missouri by its director, Dr. Paul Fisher; a briefing session on national defense preparedness and the emergency broadcast system by Commissioner Robert E. Lee of the FCC, Lewis Berry, assistant director for plans and operations, OCDM, David E. Driscoll, who is program chairman of the National Industry Advisory Committee, Radio Station WCBS, New York, and Wasilewski; a discussion of the Voice of Democracy broadcast scriptwriting contest by John M. Couric, NAB manager of public relations.

FCC Chairman Scheduled

The Thursday luncheon speaker, as was previously announced, will be chairman John C. Doerfer of the FCC. The final session Thursday afternoon will be a conference roundtable, moderated by Fellows. During this session the state presidents will discuss the cooperative efforts of the state associations and NAB in dealing with broadcasting industry problems.

Report NBC-TV to Buy KTVU, San Francisco

From THE DAILY Bureau

SAN FRANCISCO, Feb. 14.—Current reports that NBC-TV is about to make a firm offer of \$7,500,000 for the purchase of KTVU as its regional outlet here were substantiated today by William Pabst, executive vice-president and general manager of KTVU.

In a signed mimeographed statement to the station's staff, Pabst said: "KTVU may anticipate that the conditions of such a proposal will be presented to San Francisco-Oakland Television Inc. in the immediate future, after which time directors and shareholders will have to be called to a meeting to consider any such proposal."

Giving, Taking 'Payola' Should Be Crime: FCC

From THE DAILY Bureau

WASHINGTON, Feb. 14.—Legislation to make "payola" a crime will be suggested to Congress by the Federal Communications Commission. The agency will urge Congress to make giving or taking "payola" punishable by a year in jail and/or fine up to \$5,000. The same penalty would apply to deceptive broadcasting practices.

In making this recommendation, FCC apparently disagreed with the recent report by Attorney General Rogers which asserted that FCC had "adequate authority under existing law" to deal with such abuses. FCC says, however, that it needs a new law to extend its authority from individual stations to networks, station personnel, advertisers, and producers, as well as to enable it to cope effectively with such things as unpaid and unannounced commercial plugs.

Calm Continues

(Continued from page 1)

lature ended a brief session at the weekend without considering, or even receiving any measures regarded as inimical to the industry. Earlier, there had been some concern lest censorship proponents introduce new and more stringent measures there.

Much the same situation prevails in Maryland, where adjournment is scheduled in a few weeks and no new censorship legislation, which some had feared might be in preparation, has made its appearance there yet.

While numerous legislatures have still to meet, the start of the legislative year, at least, has been far more auspicious than the industry legislative watchdogs had anticipated a few months ago.

To date, New York is the only state in which an unpopular industry measure has been introduced this year. A film classification bill remains in committee in Albany. Pennsylvania has a new censor law but it was enacted by the last session of the legislature, not the current one. Suits challenging its constitutionality have been set for hearings in Harrisburg on March 9.

Para. Decree

(Continued from page 1)

tions Committee—where most of activity has been concentrated, very heavy, and 1960, an election year, will make heavy campaign demands on Congressmen.

No comment on the proposal to investigate the Paramount declassification was available from the Justice Department. Under its general rules, the department also does not comment on pending complaints learned elsewhere, however. Allied has filed a formal complaint with the anti-trust division. The department is believed basically to reflect the viewpoints set forth in the well-known White Paper dated July, 1958.

It is understood that Rembusch has been in frequent correspondence with two Indiana Democrats, Earl Hogan and Joseph E. Barr. Hogan has taken up these matters with the Justice Department and with the House Judiciary Anti-trust Subcommittee.

Presented to Operations Committee

In addition, the question of administration of the decree was presented to the Government Operations Committee, which referred it back to the anti-trust subcommittee.

Barr may be a more fruitful source of assistance in obtaining hearings. For one thing, he is familiar with the film business, having formerly owned two drive-ins. His wife's family one point had a circuit of about 10 theatres. More importantly, he has been serving unofficially as a sort of "whip" for Rep. Emanuel Celler (N.Y.), chairman of the Judiciary Committee in connection with getting a civil rights bill through the House.

After the civil rights bill has been disposed of, it would seem reasonable to assume that he would be in a good position, politically, to put the question of film industry hearings before Chairman Celler. The subcommittee, however, has a jammed schedule, and it may be impossible to slate additional hearings regardless of any other considerations.

Hearings were held some years ago by the Small Business Committee and by the Senate Anti-trust Committee. If it should be found, on examination, that the complaints that would be aired in a new set of hearings are comparable to those brought in earlier ones, this would also tend to cool the Congressional attitude toward a new series.

Nancy Kwan

(Continued from page 1)

her motion picture debut in the film the co-star of William Holden.

The announcement was made here by Ray Stark, who is producing the picture for Paramount release. The selection of Miss Kwan made it possible for production to resume tomorrow, following a two-week shutdown of the film. Miss Kwan will return with the Paramount British production company to Hong Kong in May, following two months of filming in London, to re-shoot the portions shot last month with Miss Nuyen.



TORONTO: The premiere of "Sink the Bismarck" at the Imperial Theatre drew the top brass of the British Naval Command. Seen above are (left to right) Commodore R. I. Hendy, Vice-Admiral E. R. Mainguy, Lt. Commdr. O. B. Maybee, Mayor of Toronto Nathan Phillips and Mrs. Phillips; Wrens Pat Shaw and Pat Rainey.

Satyajit Ray Receives Selznick Awards

From THE DAILY Bureau

WASHINGTON, Feb. 14.—Satyajit Ray, Indian director of "Pather Panchajanya" and "Aparajito," received the Selznick Golden Laurel Award Golden Laurel Trophy in ceremonies held this afternoon in the theatre of the Motion Picture Association of America in Washington,

where A. Johnston, president of the association, made the presentation, the first to have been given in this country in the ten year history of the Golden Laurels. It also marked the first time that the two top awards went to a single director.

Here from Calcutta

Ray flew here from Calcutta to receive his trophies, one of which was inscribed with his name and that of the other, the other with the name of the most recent film, "Aparajito." The ceremony was followed by a reception presided by notables of Washington and diplomatic corps. "Aparajito" was selected as the best foreign film of the year that "contributes to international understanding and goodwill" by a jury made up of Ralph J. Bunche, Under-Secretary of State for United Nations; Norman Cousins, editor of *The Saturday Review*; Walter Dill Scott, publisher of *Look* magazine; Supreme Court Justice William O. Douglas; Otto Harbach, President Emeritus of ASCAP; former Governor W. Averell Harriman; Claire Boothe Luce; and Mrs. Franklin D. Roosevelt. The Golden Laurel Trophy was awarded to Satyajit Ray as the director whose body of work most fully exemplified the purpose of the Golden Laurels.

Silver Laurel to Six

The jury also awarded Silver Laurel Awards to six films: "Cabiria" (Italy), "Les Bagnards" (France), "He Who Dies" (France), "Nine Lives" (France), "The Roof" (Italy), and "The Seventh Seal" (Sweden). Spewards for "documentary achievements" were voted to "Le Mystère Pierrot" (France) and "Power Among the Peasants" (United Nations). Johnston presented the awards to the Ambassadors of those countries, to be forwarded by them to their respective film makers. Distinguished guests at the ceremony, Johnston said:

There are any one thing that can enlighten us . . . that can enable the man in Italy to understand the man in Argentina to understand the man in Abyssinia, the man in the U.S.S.R. to understand the man in the U.S.A.?

Unifying Influence Stressed

Ray thinks there is such a means and that it is the motion picture . . . the pictures of all nations reaching beyond boundaries of suspicion and conveying the living, articulate life of men in one land to men in another sphere away. Through the motion picture, I think we've gone up the path a good



WASHINGTON: Loew's Palace Theatre was the scene of a sparkling international premiere for "Sink the Bismarck." Among the notables were (left to right) David Ormsby-Gore, British Minister of State for Foreign Affairs; Sir Admiral Geoffrey Thistleton-Smith and Lady Thistleton-Smith; Lady Harold Caccia and Ambassador to the U.S. Harold Caccia of Great Britain.

Texas Drive-in Assn.

(Continued from page 1)

McDaniel, Lamarque. Ferguson was also honored by receiving the John H. Hardin annual award for the outstanding personality in the drive-in industry. Ralph Fry was named salesman of the year.

New directors are W. D. Mount, Floydada; Johnnie Bloeker, Corpus Christi; Charlie Tiegner, Conroe; Franklin Bagley, Monohans, and Bob Milentz, Liberty.

A resolution opposing bill 1046 establishing a minimum wage of \$1.25 an hour was passed by the convention at the Sheraton-Dallas Hotel. The association's attorney, Ed Toolowsky, voiced the hope of the drive-in owners that Sen. Ralph Yarborough, headliner for the Coca-Cola sponsored Thursday night presidential banquet, would be in favor of introducing an exemption to the Kennedy bill for relief of theatre employers.

Al Myrick, president of Allied States Association, criticized distribution for its policy of the "big build up followed by the hard-to-buy policy." He said, "When the public wants to buy that's the time to sell," and stated that withholding of films after national advertising has reached its peak is a real detriment to the boxoffice. He lauded the American Congress of Exhibitors and reported, "Allied States has endorsed ACE. ACE will lead the industry out of the wilderness."

'Murder' Starting Here

May Britt and Stuart Whitman will have the leading roles in Burt Balaban's "Murder, Inc.," which will go into production today at the Filmways Studio here.

way. But the end is far beyond any horizon we can comprehend.

"The dangers that this medium can be misused are great.

"But the opportunities for using this great medium greatly are still unlimited.

"The fact that the motion picture can be used greatly is shown by the film being honored this afternoon . . . by the man being honored this afternoon by the coveted Golden Laurel Awards."

New Approach

(Continued from page 1)

in a bulletin issued at the weekend from Allied headquarters here.

The EDC says the approach must be started now, particularly since television "is on the downgrade and people are beginning to stir out of their homes." Mention is made of the Ben Marcus business-building plan as "forward looking and timely."

"But," the bulletin adds, "for it (the plan) to achieve its full potential it must be supplemented by a fresh point of view in regard to pricing pictures and delivering them on prompt availabilities."

EDC criticizes the "brutal practice" of demanding from smaller theatres 60 per cent, with a review to 50 per cent, for certain pictures and eites in this respect "the handling by United Artists of 'Solomon and Sheba'."

The bulletin adds: "Speaking of the lowest denominator in our business, distributors have repeatedly stated that they can break even on a \$12.50 film shipment. So why charge a theatre twenty-five, thirty, forty, or fifty dollars and close a retail outlet? Obviously a \$15.00, \$17.50, or \$25.00 shipment is profitable to a distributor. When multiplied by several thousands of theatres already closed by unrealistic film charges, it adds up to millions of dollars of revenue now annually lost to the industry. These theatres closed because the owners were not left enough out of the box-office dollar to pay operating overhead and properly maintain their theatres. Other theatres by the thousands will close unless a more realistic attitude is taken in setting distribution policies."

Bert Gordon in N. Y.

Bert I. Gordon, producer-director of United Artists' "The Boy and the Pirates," will arrive here today for a 10-day program of promotional activity in behalf of the film. He will meet the press, appear on radio and TV and meet with Metropolitan exhibitors. The film has been set for Easter release.

For O'Donnell

(Continued from page 1)

search scientists in this country and Europe. Numerous meetings have been and are being held and the committee hopes to select the best idea very soon.

The committee is composed of Arthur Mayer, chairman, and A. Montague, Samuel Rosen, Murray Weiss, Herman Robbins, Ned E. Depinet, Eugene Picker, Richard F. Walsh, and Ned Shugrue. It is a logical offshoot of the Will Rogers Hospital board of directors, of which O'Donnell had been chairman since the inception of the hospital's present policy more than a decade ago.

Aided by Dr. Mayer

Much help is being given the committee by Dr. Edgar Mayer, who has devoted many years of his professional life to the hospital, having been active on the governing board, and medical director, when it was known as the NVA Lodge. In the years that followed, Dr. Mayer has been medical advisor to the Will Rogers board of directors. He had been in close contact with O'Donnell, and is well acquainted with the aims of Will Rogers as they were set up by O'Donnell. He also knows the needs and potential of the hospital.

"We are considering every practical theme to portray and perpetuate the principles for which Bob O'Donnell always pressed—the principles of brotherhood and considerate care of the sick among us in the amusement industry," Mayer said, "We are determined to create a memorial that will give full honor and be a fitting tribute to the man who inspired and directed the noble progress of our Will Rogers Memorial Hospital and Research Laboratories."

Praised by Montague

Adding to this, A. Montague, Will Rogers president, said, "Bob, more than any one man was responsible for the hospital's great attainments. Choosing a theme for this memorial is a most serious challenge. We must develop one that will go on permanently doing the things for humanity that Bob would want done. Just what form it will take is not absolutely clear at this time, but we know that when it does appear it will be in keeping with Bob O'Donnell's most cherished ideals. For it will further his main objective in the hospital's program—that of bringing help and healing to all employees in the amusement industry, whoever they may be, and also to benefit all mankind in the process. Our memorial will be one of which Bob would be proud, and one that everyone in the industry will support."

An announcement by the memorial committee is expected to be released early in March.

Photographer Dies

BIRMINGHAM, Ala., Feb. 14.—Charles Preston, official photographer for theatres in this area, is dead following a long illness.

National Pre-Selling

JULES VERNE, the 19th century author, loved to write science fiction stories with long titles, such as "Journey to the Center of the Earth," "Around the World in 80 Days," "Twenty Thousand Leagues Under the Sea." These titles are problems to theatre managers, when they must find room for them on their marquees. However, they are happy theatre managers during the time these films are playing their theatres, because these Jules Verne films are hits.

"Journey to the Center of the Earth," is the current Jules Verne authored film now in general release. This 20th-Fox picture starring Pat Boone, James Mason and Arlene Dahl is recommended to the readers of the Feb. issue of "Seventeen."

A striking ad on "Once More, With Feeling" appears in "Life's" Feb. 8 issue. This Columbia film is now at Radio City Music Hall.

A powerful advertising presentation in color for Joe Levine's "Jack the Ripper," will be seen in "Life's" Feb. 15 issue.

Pictorial and text stories in the 34 Sunday Magazines published in key cities do their part in pre-selling motion pictures.

In the Jan. 31 issue of three Sunday magazines the following stars and films were published.

The actress who plays opposite Kirk Douglas, in "The Last Train From Gun Hill," was profiled in the Chicago Tribune magazine. She is Ziva Rodann, who put in her period of military service in Israel's women's army when in her teens. She has played in a number of Hollywood films.

Leslie Parrish and Peter Palmer, who played Daisy Mae and Li'l Abner, in the Paramount film "Li'l Abner," were on the attractive full color cover of "The Boston Globe" magazine. A bio of the author Al Capp appeared in the same issue.

Under the caption "Spring Flower," a full color photo of Jo Morrow, who plays Alec Guinness' daughter in "Our Man In Havana," appears in the Denver Sunday EMPIRE Magazine. Names of all the stars in this Columbia picture; Noel Coward, Maureen O'Hara, Ernie Kovacs and Burl Ives are part of the caption for Jo Morrow's photo.

An interest compelling color ad on Joe Levine's "Jack the Ripper," appears in the Feb. 16 issue of "Look."

When nine chariots, in "Ben-Hur," each driven by a team of four magnificent horses, race around a huge stadium filled with 15,000 extras as spectators, the movie audience sees one of the most thrilling scenes the screen has ever produced, reports



NEW YORK: Broadway was ablaze with lights and glamor for the premiere of "Sink the Bismarck" at the Paramount Theatre. A host of celebrities and British and American dignitaries gathered to watch the stirring parade and trooping of the colors in Times Square. Seen above are the Sovereign British Bagpipers.

'Porgy' Booked in 17 N. Y. Area Theatres

Following completion of its 35 week engagement at the Warner Theatre on Broadway, Samuel Goldwyn's "Porgy and Bess" will open day-and-date in 17 New York area theatres starting Feb. 24, it was announced by Columbia Pictures.

This will include engagements in both 70mm and 35mm, according to George Josephs, Columbia's sales director for the Goldwyn production, in New Jersey, Connecticut, Long Island, Brooklyn and other localities.

At the same time, it was announced the film will be playing in 62 other new engagements throughout the nation and Canada by March 15, following similar long-run presentations in key cities.

As in the New York territory, the attractive will play areas adjacent to its 32 week run in Los Angeles; 28 weeks in Chicago; 26 in Boston and San Francisco, as well as theatres throughout Texas where it premiered in Dallas and Houston. Also, it will follow the runs in Detroit, Cleveland and Indianapolis with territory bookings. In addition, there will be new engagements in Milwaukee, Kansas City, St. Louis, Montreal, Memphis, Portland, Tucson, Miami, Seattle and Denver.

Florence Somers in February's "Redbook." "Ben-Hur" was selected as the picture of this month by "Redbook."

"Solomon and Sheba," the U.A. film produced in Spain in the Super Technirama process is the recipient of considerable attention in the February issue of "Ebony." The article is built around 13 interest compelling production photos, many of which are closeups of Yul Brynner and Gina Lollobrigida.

A Kapralik caricature of the cast of "Home From The Hill," will appear on the full color cover of "Pictorial Review's" Feb. 21 issue. Robert Mitchum and Eleanor Parker are starred in this new MGM film.

WALTER HAAS

Knoxville Suit

(Continued from page 1)

Pike and Tower theatres in Knoxville under ownership of Walter L. Morris. Wilby-Kinney owns the Tennessee, Bijou and Park theatres located here.

U. S. District Judge Robert L. Taylor of Knoxville will hear the case. Three weeks docket time has been provided for this trial, a court aide said. He indicated that any effort to delay the hearing would probably be denied by Judge Taylor.

At a pre-trial conference on Jan. 7 both sides in the lawsuit agreed on exhibits, methods and procedures and did not seek delay beyond the April 11 trial date. Judge Taylor ordered several additional exhibits and other evidence along with general data from the independent and majors.

The other anti-trust suit, involving Taylor Bros. Theatres of Kingsport, Tenn. and Gate City, Va. versus the majors, will not be heard by Judge Taylor for at least six months or longer. This case will also be conducted before the Knoxville District Court.

Four Films Removed

(Continued from page 1)

both Columbia; and "The Third Man," British-Lion.

The films were removed from the barred list following assurances from the three distributors to the CEA that producers John Woolf, Major Daniel Angel, and David O. Selznick no longer have any financial interest or participation in the properties. In addition distributors will delete all references to the producers from the titles on the prints and also on publicity materials.

"Esther Costello" and "The Whole Truth" were made by Romulus films, headed by Woolf; "Sheriff" was made by Angel; and "The Third Man" by Selznick.

Meanwhile the CEA is continuing its boycott action against the producers in regard to the 61 other pictures on the list. So far there is no indication of any legal action as threatened previously.

TENT TALK Variety Club News

MILWAUKEE — Harry Mintz has been named chief barker of Variety Club of Wisconsin, Tent No. 1. Other officers are: Dean D. Fitzgibbon and Lew Breyer, assistants; Harold Pearson, dough guy; Gerry Frazer, property master, and Glen Kall, canvasser. Harold Rose has been named manager of the special committee and is currently at work on an all-industry Valentine Party.

△

ATLANTA — Mrs. John Fulton has been named chairman of the local committee of the Variety Club. Her chairman is Mrs. Stam Raymond. Richard Walsh is recording secretary and Mrs. Sam Goodman treasurer.

Albany Bill Suggests New Placement Fees

Special to THE DAILY

ALBANY, N. Y., Feb. 14.—A bill amending the general business law to fix a new fee ceiling for placement of theatrical employment for a single engagement, at 10 per cent of the compensation payable to the applicant and 20 per cent for employer engagements for orchestras and in opera and concert fields, instead of five per cent of the weekly wage salary through the first two weeks of that engagement, has been introduced by Sen. Jacob H. Gilbert, Democrat.

Film Advertising Study Based on 'Photoplay'

Motion picture advertising in the May issue of "Photoplay" magazine will be the subject of a special study for the publication by the District Starch Organization, Charles Terwilliger, "Photoplay" motion picture advertising manager, announced at a weekend.

The study is the first extensive analysis of fan readership of motion picture ads since 1948. It will report on the extent to which fan magazine readers notice film advertising and to what extent they associate each ad with the picture it depicts. Terwilliger said the study will be made available to all "Photoplay" advertisers.

The measure also changes the definitions of "theatrical employment agency" and "engagement."

'Tall Story' Tour Starts

A 13-city promotion tour in behalf of "Tall Story" will be launched today by Arthur Zinn, executive assistant to Joshua Logan, producer-director of the Warner Brothers release starring Anthony Perkins and F. M. Fonda. Arthur will open the tour today in Washington and will follow up with visits to Philadelphia, Pittsburgh, Buffalo, Boston, Detroit, Chicago, Milwaukee, St. Louis, Kansas City, Dallas, Houston and New Orleans, returning here on March 3.

MOTION PICTURE DAILY

87, NO. 31

NEW YORK, U.S.A., TUESDAY, FEBRUARY 16, 1960

TEN CENTS

Etobicoke

Feb. 26 Is Set as Telemeter Starting Date

1,000 Homes Hooked Up; Another 1,000 on Order

Special to THE DAILY

TORONTO, Feb. 15. — Telemeter has its bow in west Toronto on Feb. 26. It will start with 1,000 sets hooked up and will service another 1,000 subscribers as soon as possible. Sales have been running ahead of capacity for service and the ad program in the newspapers had to be scaled down. Each ad brings many potential subscribers through the receipt of a printed form requesting installation.

The opening ceremonies will be held. Host will be Larry Henderson, who will introduce area, civic and other notables.

A second showing of the feature film in the suburb, to begin at 8:30 P.M., will be followed by a short nightly reel. Films from several companies are already scheduled as first runs in the zone, which has only one auditorium theatre.

A major program in the Telemeter (Continued on page 5)

Lied Artists Profit

\$46,000 in 26 Weeks

From THE DAILY Bureau

HOLLYWOOD, Feb. 15.—Operators of Allied Artists Pictures and its wholly owned subsidiaries for the 26 weeks ended Dec. 26, 1959, as shown in the books without audit, resulted in a net profit of \$846,000, it was reported by Steve Broidy, president, following a meeting of the board of directors. (Continued on page 4)

Academy Nominates 5 for Its Foreign Award

From THE DAILY Bureau

HOLLYWOOD, Feb. 15. — Five films nominated for 1959 foreign language film award of academy of motion picture arts and sciences have been announced by B. B. Kahane, president. (Continued on page 5)

N.Y. Variety Club Hails Levine for 'Herculean' Feats of Showmanship

By SAUL OSTROVE

(Picture on Page 4)

Joseph E. Levine yesterday was honored as "Showman of the Year" by the New York Variety Club, Tent No. 35, at a special invitational luncheon held for members only at the Astor Hotel here.

Approve Minor Changes In Minimum Wage Bill

From THE DAILY Bureau

WASHINGTON, Feb. 15. — The Senate Labor Committee today met in closed session for about an hour. About half the time was devoted to consideration of the Kennedy (D., Mass.) bill which would subject theatres to the Federal minimum wage law.

It is understood that the committee unanimously approved six minor technical amendments to the bill. Their nature was unspecified, but the fact that all the committee members present concurred is cited as an indication that the changes are neither controversial nor important.

Solon Would Exempt Some from Wage Law

Special to THE DAILY

DALLAS, Feb. 15.—Sen. Ralph Yarborough (D., Tex.) told banquet guests at the closing of the Texas Drive-In Theatre Owners Ass'n. convention here last week that he favored an exemption from the proposed new federal minimum wage law for theatres. (Continued on page 4)

Memphis Censor Board Bans Film As Authority Is Challenged by Lawyers

Special to THE DAILY

MEMPHIS, Feb. 15.—Mrs. Judson McKellar, chairman of the Memphis board of censors, announced today the board has decided to ban "Hideout in the Sun," a film on nudism, despite city attorneys who have said the board has little or no authority.

Mrs. McKellar said the board "still has under consideration" the film "Island in the Sun," which was banned by previous censor boards. The current board has refused to pass it so far.

Mrs. McKellar said the board had reconsidered and had decided to pass two films, "Jack the Ripper" and "The Executioner." (Continued on page 2)

Levine's "Herculean showmanship achievements" were cited by Chief Barker Harry Brandt, who presented the award, before more than 400 industry leaders and several members of Levine's family.

Sharing the dais with Levine, be- (Continued on page 4)

Legion Red Charge Is Debated on TV

By SYDNEY RECHETNIK

The American Legion has no desire to control the employment policies of the motion picture industry and only wished to help the industry, declared Martin B. McKneally, national commander of the Legion, in summing up his organization's position, in a taped unrehearsed debate with independent film producers. (Continued on page 5)

'Phantom Censorship' Is Charged on L.I.

"Phantom censorship" is the label a local exhibitor chose yesterday to describe the practice of a daily newspaper on Long Island which has been amending or deleting portions of advertisements. (Continued on page 4)

Trading Ban Extended

S.E.C. Charges Discrepancy in Skiatron Filing

SE&T Counsel, Replying, Cites Amended Statement

By E. H. KAHN

WASHINGTON, Feb. 15. — Attorneys for the Securities and Exchange Commission today put into the record evidence that Kurt H. Widder, director and counsel for Skiatron Electronics and Television, Inc., knew definitely that Matthew M. Fox, president of Skiatron of America, no longer held certain Skiatron stock at a time when he exercised certain options.

The evidence was introduced as the (Continued on page 5)

Republic to Finance Independent Films

From THE DAILY Bureau

HOLLYWOOD, Feb. 15. — While Republic Pictures has no plans to resume theatrical film production, it does intend to finance theatrical as well as TV film production by independents, and has three such proposals in negotiation now, according to Victor M. Carter, chairman and president.

He added that Republic would have (Continued on page 5)

Results of SAG Strike Vote Thurs. or Fri.

From THE DAILY Bureau

HOLLYWOOD, Feb. 15. — Results of the Screen Actors Guild membership vote on authorizing SAG negotiators to call a strike against major studios over the major issue of Guild participation in revenue obtained from the sale of post-1948 films to television are expected to be made known on Thursday or Friday of this week.

While the membership is expected to approve authorization of a strike by a large majority, the strike call may not be issued immediately or, for that matter, at all in the event negotiations are resumed and progress achieved.

Rackmil Expenses Item In 'U' Stockholder Suit

Special to THE DAILY

WILMINGTON, Feb. 15. — A stockholder's suit today was filed in the Court of Chancery here on behalf of Universal Pictures, Inc., against the company's president, (Continued on page 5)

PERSONAL MENTION

DARRYL F. ZANUCK will return to New York on Saturday from Paris.

MORTON A. NATHANSON, United Artists director of international advertising and publicity, has returned to New York from Mexico.

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, will arrive in Dallas today from New York.

FRANCINE ORNSTEIN, daughter of **WILLIAM ORNSTEIN**, industry publicist, was married here Sunday to **SIDNEY WALLS**.

H. VIGGO ANDERSON, film editor of the *Hartford Courant*, has entered Hartford Hospital for surgery.

CHARLES H. SCHNEER, producer, will return here from London today, enroute to Washington.

MRS. GEORGE BRISTOL has given birth to a daughter, **ELIZABETH**, at Norwalk (Conn.) Hospital. Father is operations director in the advertising-promotion department of CBS-TV.

H. P. VINSON, owner of the *Sundown Drive-in Theatre*, Columbia, Tenn., has returned there from St. Louis.

Barnett Rites Thursday

HOLLYWOOD, Feb. 15.—Funeral services will be held Thursday at Forest Lawn, Hollywood Hills, for Beverly (Bev) Barnett, 48, independent publicist, who died yesterday of a heart attack. Prior to opening his own agency 25 years ago he was publicity director for Republic Studios. Among his long-time clients were Gene Autry, John Wayne and Dick Powell.

FILM SALESMAN WANTED

by independent distributor. Must be prepared to travel extensively and have knowledge of national circuits.

Salary above average, plus travelling allowance.

Box 216, Matian Picture Daily
1270 Sixth Ave., N. Y. 20

Map Brotherhood Drive At Meet Here Friday

The New York campaign for the Motion Picture Division's 1960 Brotherhood Week drive will be mapped at a luncheon Friday, at the Hotel Astor, it was announced by Salah M. Hassanein, vice-president of Skouras Theatres and United Artists Theatre Circuit, Inc., who is chairman of the Metropolitan New York area campaign.

William J. Heineman, United Artists vice-president and national distribution chairman for Brotherhood, will blueprint plans and programs for this year's coordinated Brotherhood campaign. **Spyros S. Skouras**, president of Skouras Theatres and Brotherhood national exhibitor chairman, will develop the program of activities for exhibitor's participation in the all-out drive.

NCCJ President Slated

Dr. Lewis Webster Jones, president of the National Conference of Christians and Jews, will participate in the luncheon conference to be held in the East Ballroom at 12:30 P.M.

Plan N.E. Previews In Brotherhood Drive

Special to THE DAILY

BOSTON, Feb. 15.—Plans to hold a series of "sneak previews" of new pictures at theatres throughout New England to raise funds for the National Conference of Christians and Jews, were discussed at a meeting of distributors here today. Exhibitors will be asked to cooperate.

Harry Segal, of United Artists, co-chairman of the New England unit of NCCJ, presided at the meeting. The Brotherhood Week drive begins March 12.

E. Myer Feltman of Universal suggested the idea of holding previews at large theatres on the last day of a current engagement. Distributors will supply the new picture gratis and profits will go to NCCJ after the exhibitor deducts a nominal sum. Kits will be furnished by National Screen and sent to each theatre.

Siegel to Rome, London To See 3 New Films

Sol C. Siegel, MGM studio head, left here by plane over the week-end bound for Rome and London. In the Italian capital, Siegel will look at the recently completed "Temptation." In London, he will see "The Village of the Damned" and "The Day They Robbed the Bank of England," two films recently produced at MGM's British Studios.

The studio chief will stop in New York upon his return for conferences with **Joseph R. Vogel**, president of Loew's Inc. He is expected to return to the studio in about two weeks.

'Bismarck' Reported Big In First Four Dates

"Sink the Bismarck!" in its first four days in New York, Washington, D. C., London and Canada is running ahead of 20th Century-Fox's recent hit, "Journey to the Center of the Earth."

In New York, "Bismarck" took in a total of \$42,000 dollars for the four days in spite of snow and ice storms in the metropolitan area. In Washington, D. C., the same poor weather conditions prevailed, but crowds flocked to the Palace to roll up record ticket sales. The Palace reported \$10,000 for the four days.

In London, "Bismarck" is surpassing 20th highest grossing production ever to play the Odeon, "Inn of the Sixth Happiness." Prince Philip was the guest of honor at the London premiere of the film.

In Canada, "Bismarck" has been playing to standing room only in Victoria, Toronto and Ottawa.

Velde, Cohen Hold UA Meet in Detroit Today

Special to THE DAILY

DETROIT, Feb. 15.—**James R. Velde**, United Artists vice-president in charge of domestic sales, and **Milton E. Cohen**, Eastern and Canadian Division manager, will hold a three-day series of sales meetings here starting tomorrow. **David V. Picker**, executive assistant to **Max Youngstein**, UA vice-president, and executive vice-president of UA Records, will also participate in the meetings.

The conferences will develop distribution patterns for the company's forthcoming product and map regional plans for the current sales drive honoring board chairman **Robert S. Benjamin**. **Velde** and **Picker** are co-captains of the 23-week billings, collections and playdate drive.

Participating in the sales session will be **James Hendel**, Central District manager, and **Syd J. Bowman**, UA branch manager in Detroit.

Selig Fishman Is Dead; Conn. Circuit Founder

Special to THE DAILY

NEW HAVEN, Feb. 15. — **Selig Fishman**, 72, co-founder of Fishman Theatres, Inc., is dead here following a short illness. The circuit operates houses here as well as in West Haven and Fairfield.

Matthew Schroeder Dies

Funeral services for **Matthew Schroeder**, special sales assistant to **George Weltner**, Paramount Pictures' vice-president in charge of world wide sales, will be held this morning at St. Mary's Church in Greenwich, Conn. Long associated with Paramount, **Schroeder** died Saturday at his home there. His wife survives.

Memphis Ba

(Continued from page 1)

"Hypnotic Eye," which the board last week had announced were banned.

Mrs. McKellar said **William Goodman**, attorney for the film company had asked that when the censor board asked for cuts in films that this information not be given to newspaper. **Goodman** is in New York and a final decision will not be made until he returns, **Mrs. McKellar** said. She said the board might agree to that.

Malco Theatres announced today that it would classify films in advertisements in the future with symbols to indicate what type of pictures they have. The symbols are used by the Film Estimate Board of National Organizations. For example "A" is for adults "MY" for mature young people "F" for family, etc.

Says He Plans Court Test

Previously on Saturday, when the board had decided to ban "Jack the Ripper" and "Hypnotic Eye," **Goodman** told the members he would take any such action in court.

He said the city's censorship ordinance "wasn't worth anything," **City Attorney Frank Gianotti** told the board they "didn't have a legal right to stand on."

Mayor Loeb defended the board and **Goodman** accused **Loeb** of harping on it. **Loeb** replied he nominated the members and the city commission elected them. The commissioners are elected by the people.

Goodman said the censor board was making Memphis "a hick town." He said movie censorship had been given up all over the country "except in cities such as Birmingham and Atlanta."

Would Abolish Board

Goodman recommended the board be dissolved and censorship abolished. **Fred Morton**, union leader and member of the board, said: "If we cannot censor movies we are wasting a lot of time, we might as well abandon."

Efforts were made by the censor board to have two scenes trimmed from the film "Who Was That Lady" and **Columbia Pictures** refused.

With the city's own attorney expressing himself as not thinking the city could win, it seemed unlikely court test will follow.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center • Ci 6-4600

YUL BRYNNER • KAY KENDALL
in a STANLEY DONEN PRODUCTION

"ONCE MORE, WITH FEELING!"

A COLUMBIA PICTURES RELEASE
IN TECHNICOLOR®

and ON THE GREAT STAGE "FAR EAST, FAR WEST"

"The Bramble Bush" is the money tree!



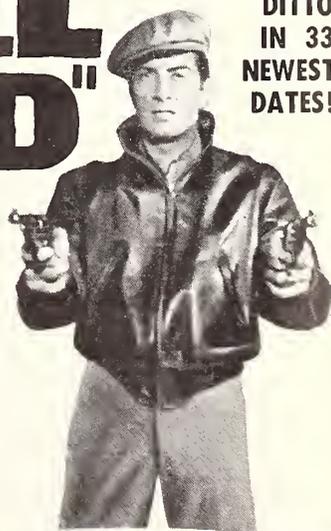
A BLOCKBUSTER ALL
OVER FLORIDA AND
NEW ENGLAND! WAY AHEAD OF
'SUMMER PLACE' AND HOLDING
INDEFINITELY !!

FLASH! DITTO IN INDIANAPOLIS, BUFFALO, SALT
LAKE CITY, MEMPHIS, SAN ANTONIO,
HOUSTON, FT. WORTH, EL PASO, AUSTIN, COLUMBUS, GA.,
COLUMBIA, S.C., & LAFAYETTE, IND.!

Another money flash!

"THE RISE AND FALL OF LEGS DIAMOND"

106 houses simultaneously
in the New York area and a
roaring smash in every one!



FLASH!
DITTO
IN 33
NEWEST
DATES!

Warner Bros. have 'em now! Warner Bros. have 'em coming!



L.I. 'Censors'

(Continued from page 1)

vertisements for foreign films playing in his theatre without notifying him. Such action, the exhibitor charged, is steadily cutting into his receipts.

Adolph Herman, president of Argyle Associates, Inc., of Hempstead, L. I., outlined the problems facing himself and other independent Long Island exhibitors, in a six-inch by two-column display advertisement in yesterday's *New York Times*. Argyle controls the Fine Arts Theatre in Hempstead, the Jewel Theatre in Brooklyn, and the Far Hills Theatre in Dayton, Ohio.

'Ugly Manifestation'

Herman's ad stated that the "new censorship" by certain lay dailies is an "ugly manifestation perpetrated on the advertiser," and added that it "goes unnoticed by the greater public as a whole and is as a result much more deadly and corrosive in the long run in its effect."

It is a "phantom" form of censorship, Herman said later in an interview, because the person or persons responsible for making the last-minute changes in film ad copy are not identified. "They back me up until the last minute, then they change my copy and pass the buck around the office," Herman stated.

Can't Withdraw Ads

"They give us (Herman and other independent exhibitors for whom he presumed to speak) no frame of reference in which to work. The circuit houses have their product pre-sold for them, but we have to do our own selling job. We can yell 'foul' when our copy is suddenly changed, but we can't withdraw our advertising because Long Island is a two- or three-paper market, so we're captives in it."

Hellman Enterprises Plans New Theatres

Hellman Enterprises, Inc., made plans at a meeting here to expand its theatre operations with both new indoor and drive-ins scheduled for construction, it is announced by Neil Hellman, president.

He also reported the following executive promotions and appointments: Alan V. Iselin, executive vice-president; Sanford Bookstein, first vice-president and treasurer; Edward Potash, vice-president; Irwin Ullman, general manager of the Philadelphia Theatres; Eli Schwartz, in charge of the Lincoln and Andalusia Drive-In Theatres; John Daley, manager, Andalusia Drive-In Theatre.



Whenever Seconds Count
Don't take chances—Order

**SPECIAL
TRAILERS**

From Good Old Dependable

FILMACK

1327 So. Wabash Ave.
Chicago (5), Illinois.



SHOWMAN OF THE YEAR award of the New York Variety Club, Tent 35, was presented yesterday to Joseph E. Levine, president of Embassy Pictures (left), by Harry Brandt, chief barker of the club.

Variety Club Hails Levine

(Continued from page 1)

sides Brandt, were George Jessel, an honorary life member of Variety since its inception, and 70 new barkers who were inducted yesterday along with Levine's young son, Richard, now an honorary "junior" barker. Gypsy Rose Lee also made an appearance, restricted to friendly busses for Levine and Jessel, and a few words of congratulations for the New England showman.

Will 'Never Forget' Tribute

Levine said, after accepting his plaque:

"Anyone in my position would be deeply touched by this demonstration. The plaque represents an expression of sentiment which I will never forget, but I must confess that I am more deeply touched by the surge of new members who have taken this opportunity to join this wonderful organization which does so much for underprivileged children."

The *New York Journal-American* also paid tribute to Levine by running a special "Variety Club edition," devoting its front page to articles on the "Showman of the Year" and to numerous Variety activities. This edition, with news of Levine's award announced in a banner headline, was distributed to all guests during the luncheon. Press run for the special edition was 600.

Martin Starr Inductor

Martin Starr, in full barker costume, administered the ritual of admission to the following new inductees:

Joseph H. Axelrod, James J. Barry, J. Raymond Bell, Joseph A. Bellucci, Felix J. Bilgry, Charles M. Brinkman, Burtus Bishop, Jr., James P. Cunningham, Martin S. Davis, Richard Davis, Abe Dickstein, David E. Diener, Sam Cook Digges, Bill Doll, Sidney Dreier and Jerome Edwards.

Also Donald T. Gillin, Jean Goldwurm, Saul Gottlieb, Albert L. Greene, Robert L. Gruen, Herbert S.

Hauser, David D. Horne, Rube Jackter, Leo Jaffe, Saul Jeffee, Sam Kaiser, Bernard M. Kamber, Paul Lazarus, Jr., Norman Leff, Stanford Levy, Cyril W. Livingston, Leo Lubin, Edward A. Manning, Jr., and Albert Margulies.

Also Irwin Margulies, Seymour R. Mayer, Edward Morey, Carleton S. Perkins, Arnold M. Picker, Harold Rand, Melville B. Rapp, William C. Reich, Benjamin B. Resnick, Raymond Rhone, Norton V. Ritchey, Allan Robbins, Eddie Safranski, Paul Sawyer, Victor Sedlow, Morris Silver, Maurice Silverstein, Eddie Solomon, Lee M. Steiner, Herman B. Temple, John Edward Twiehaus, Herman L. Wintrich, Harold Zeltner and Maurice H. Zouary.

Twelve on Committee

Luncheon arrangements were made by Charles Alicoate, Jerry Pickman, Al Steen, Walt Framer, Jack Rosenfeld, Ira Meinhardt, Irvin Dollinger, Jack Levin, Charles Smakwitz, Bill Doll, Ed Solomon, Mort Sunshine and Budd Rogers.

'Can-Can' Tickets Hot

Due to the large demand for ticket orders to "Can-Can" at the Rivoli Theatre, an extra ticket window will be utilized to handle in-person sales, according to William Zeiler, managing director of the Broadway house. In addition, several people have been added to the mail order staff to accommodate the hundreds of letters which arrive daily, not only from the metropolitan area but also from neighboring states.

Sennett Hospitalized

LOS ANGELES, Feb. 15. — Mack Sennett, 79, film pioneer of the Keystone Comedy days, is reported in satisfactory condition at the Motion Picture Country Hospital, where he is being treated for an undisclosed ailment.

\$1.25 Hour Minimum New Albany Wage Bill

Special to THE DAILY

ALBANY, N. Y., Feb. 15. — While a half dozen Democrat-sponsored resolutions memorializing the President and Congress to establish "with convenient speed a nation-wide minimum wage rate of at least \$1.25 per hour" are pending in the Senate, Assembly Republican-controlled committees, Assemblyman Felipe N. Torres, Bronx Democrat, introduced a bill providing that that minimum be paid to "employees" in New York State.

Somewhat similar to a measure sponsored last year by Sen. Irvin Mosberg, Queens Democrat-Liberal, the Torres bill would repeal sections of the Labor Law which presently authorize the industrial commissioner to

investigate the wages paid "women or minors" in various fields to determine whether they are "adequate."

To appoint wage boards to report upon the establishment of minimum wages for such groups.

To set minimum based upon the findings of the boards, after public hearings.

One provision of the present law which the bill would repeal makes these wage "floors" applicable to "males 21 and over."

The Torres legislation would extend a minimum wage standard of \$1.25 an hour to every employee, with requirement for time-and-a-half over eight hours a day and for a 40-hour week.

Wage Law Exemption

(Continued from page 1)

grossing less than \$1,000,000 annually.

He said he favored such an exemption because of the employment which theatres give to so many student, elderly persons and other part-time workers not dependent on the wage for a living.

"We want you to thrive," he said.

Sen. Yarborough's words were doubly appointing to many of his exhibit listeners, who had hoped to hear his pledge support for complete exemption for all theatres from the provisions of the new minimum wage measure.

Allied Artists Profit

(Continued from page 1)

directors here today. The figure compares with a net profit of \$12,000 for the corresponding period in the previous year.

No provision was made in either year for federal income taxes because previous years losses could be carried forward to offset current year profit.

The gross income for the last 26 week period in 1959 amounted to \$9,035,088 as compared with \$7,431,772 for the same period in the previous year.

Broidy stated he believes that for the last six months of the present fiscal year ending July 2, 1960, the company will continue to show a profit.

SEC Charges

(Continued from page 1)

S.E.C. resumed its hearings on the question of the accuracy and adequacy of the SE&T 1959 statement seeking to register 172,000 shares of stock. The hearings are under the direction of examiner Robert N. Hislop. The commission's division of corporate finance is seeking to show that the registered stock held in the name of Fox was sold to the public by indirect means.

Was Reply to Previous Letter

A letter dated August, 1957 from Widder to Colonial Trust Co., New York transfer agent for Skiatron stock, is in answer to a previous letter from the bank. Both letters referred to Fox's disposition of the stock.

Widder would not be tied down specifically to the amount of stock involved. After S.E.C. pointed to the fact that the transaction took place months after the commission first remed Skiatron of the deficiency in its 1956 registration statement, Widder said he wrote to the S.E.C. amending the company's 1956 statement a year or so after his letter to Colonial. It was not until the following February, said Widder, that he asked that the 1956 statement be withdrawn. Even then, he added, the withdrawal was asked on the grounds that information was not forthcoming from Fox on matters other than the position of the stock.

Not at Issue at This Time

S.E.C. attorneys raised the question of a stock registration for Skiatron filed with S.E.C. in 1956. This was withdrawn before it became effective, and it is not specifically at issue in the present proceedings. Julian Jawitz, attorney for Skiatron president Arthur Levey, objected strongly to introducing this question on the ground that it is irrelevant.

S.E.C. attorney Eugene Rotberg entered vehemently that some of the stock involved in the 1956 statement was part of 200,000 shares warranted to Fox. Moreover, S.E.C. seeks to show that the company's attorney had knowledge that Fox had sold registered stock and had thereupon executed a false document that was withdrawn after S.E.C. deficiency letters were received.

Hearing examiner Hislop ruled that the division could go ahead with questioning but he promised Jawitz that testimony shown to be irrelevant would later be stricken from the record.

Filed Both Statements

Widder was responsible for filing both registration statements, even though he did not personally prepare them.

Rotberg succeeded in eliciting from Widder that shortly after the March, 1956, filing he had made inquiries about the ownership of stock issued by Fox. Rotberg then pointed to the 1956 statement containing a footnote to the effect that 22,500 shares were given by Fox to brokers. This would seem to indicate, it was pointed out, that Widder, and possibly the cor-

Rackmil Expenses

(Continued from page 1)

Decca Records, Universal and 12 directors asking for an accounting. The plaintiff in the action is Bertha Tanie a holder of common stock of Universal, represented by Irving Mossis, attorney of this city.

The defendant names, in addition to the corporation, the following individuals; N. J. Blumberg, Alfred E. Daff, Preston Davie, A. A. Garthwaite, Leon Goldberg, R. W. Lea, John J. O'Connor, Milton R. Rackmil, Budd Rogers, Daniel M. Shaefter, Harold I. Thorp and Samuel H. Vallance.

Rackmil is charged in the complaint with being able to control Decca through holdings of himself, his family and others. It is stated that he was hired by Universal at \$80,000 a year and large sums of his personal expenses, the complaint alleges, such as travel apartments and residences in New York and California were charged to Universal improperly.

The complaint further charges that Rackmil arranged for a loan of \$10,000 to Decca from Universal and also took sound tracks from Universal films for use in Decca record albums without proper compensation to Universal.

Academy Names 5

(Continued from page 1)

president. They are: "Black Orpheus," Dispatfilm & Gemma Cinematografica, France; "The Bridge," Fono Film, Germany; "The Great War," Dino de Laurentiis Cinematografica, Italy; "Paw," Laterna Film, Denmark, and "The Village on the River," N. V. Nationale Filmproductie Maatschappij, the Netherlands.

A special foreign language film award committee, headed by Luigi Luraschi, screened all entries and, by secret ballot, nominated the above films.

For the eleventh consecutive year, the Hollywood RKO Pantages Theatre has been selected as the site of 32nd annual "Oscar" show on April 4, it was announced by Kahane.

poration itself, knew of the sales.

The government lawyers are trying to show that before the company made amendments to its filing, warrants had been exercised so that the company amendments were wrong at the time of filing.

In the case of a 1955 S.E.C. filing by Skiatron, Rotberg did succeed in showing that Fox exercised warrants "about 13 days" before filing of the statement and yet the statement merely said that Fox had warrants and had signed a letter of investment-intent.

In the confused tangle of warrants issued, warrants exercised, and stock issued and/or given to brokers, hearing examiner Hislop likened himself to the lawyer in "Anatomy of a Murder" who felt that sooner or later all the ends would be tied into a coherent whole.

Meanwhile, the S.E.C. has continued until Feb. 26 its ban on all trading in the common stock of Skiatron Electronics and Television, Inc.

The hearing will continue tomorrow.

Film Media P.R. Prize Given Medical Picture

The Film Media Public Relations Award for 1959 was won by "The Treasure of 23 Years." The award was made at a party held at the Hotel Delmonico late last week.

The film, produced by the National Fund for Medical Education, and filmed and coordinated by Animatic Productions, Ltd., depicts the research and medical effort involved in extending the average life span from 43 years in 1900 to 66 years today, an extension of 23 years. Hence, the title of the film. Effective use is made of flashbacks to newsreel shots showing prominent personalities of 1936, 23 years ago, as well as animated graphs, and lab footage showing the research which went into the fight against pneumonia.

The music score and effects were supplied by Musifex Company and the entire film was directed and edited by Joe Filipowic of J F Film Service. The film has already been shown as a public service by local television stations across the nation.

Republic to Finance

(Continued from page 1)

no proprietary interest in such films but would expect to receive an override on gross sales, to provide the studio space on a rental basis and do the film processing in its laboratories.

Republic's net for the fiscal year ended last Oct. 31 was estimated by Carter to be between 22 cents and 25 cents per share on the 2,004,190 shares outstanding, or about \$440,000, after taxes. That compares with 54 cents a share earned in the preceding year. Both results are after preferred dividends.

Gross revenues were down about \$10,000,000 last year from the year before, largely due to the tapering off of film distribution following the discontinuance of production in 1957. The decline in earnings was attributed to write-offs during the past year of \$1,300,000 for unused story properties, guarantees to outside producers and other obligations.

Carter predicted a net of about 75 cents per share this year as a result of the write-offs, reduction of management costs from \$700,000 to about \$400,000 annually, and expected elimination of losses in one operation. He said theatrical and TV film distribution accounts for about 20 per cent of revenue; studio rental and daily laboratory services, 20 per cent; film processing, 35 per cent, and plastics, 25 per cent.

Telemeter Date

(Continued from page 1)

lineup will be the live presentation of the Toronto Maple Leafs' out-of-town hockey games to Etobicoke subscribers, where the Telemeter experiment is being held.

The first game of four featuring the Leafs will be offered Feb. 28. It is estimated the cost of putting the four games on Telemeter will be about \$10,000.

Legion Debate

(Continued from page 1)

producer Stanley Kramer over the CBS television network Sunday. Kramer said he would continue to uphold the individual's right to employment regardless of previous political affiliations.

The debate was aired over CBS's "FYI" ("For Your Information") program, aired here at 11:00 A.M. with Bill Stout of the network's news staff as moderator. Kramer and Stout were video taped in Hollywood, with McKneally in Chicago.

In presenting the Legion's stand in the current controversy of the hiring of screen writers either proven or alleged to be subversive, McKneally said he wished to clear up some misunderstandings as to what had been described by the press as a "war of information." He said that "people wrote in to the Legion about what they understood to be a violation of the Waldorf Declaration, a voluntary agreement which was still operating. We said we would make certain information available to the people making these inquiries."

Consulted Conscience, He Says

Kramer said that as an "individual entrepreneur" he struggled a great deal with his conscience before hiring people to work on his pictures. He said he agreed with "protection against invasions by ideology," but quibbled with how it should be done. He also said the industry was a "peculiar industry" and that the Waldorf Agreement had certain "reluctant provisions." He then directly asked McKneally, "How do you feel about the Waldorf Agreement itself?"

McKneally answered that the Agreement was intended as the law for the industry "until it is breached. And if so, it should be brought to the attention of the people that it is no longer an operating agreement."

As far as he was concerned, said Kramer, it was "literally impossible" to set up a situation where a man's beliefs in 1947 or even in 1952 should prevent him from working today. He said, "there is no law in the books against hiring such a person." If it was against the law, he said, then legal agencies such as the FBI should "root out" such people.

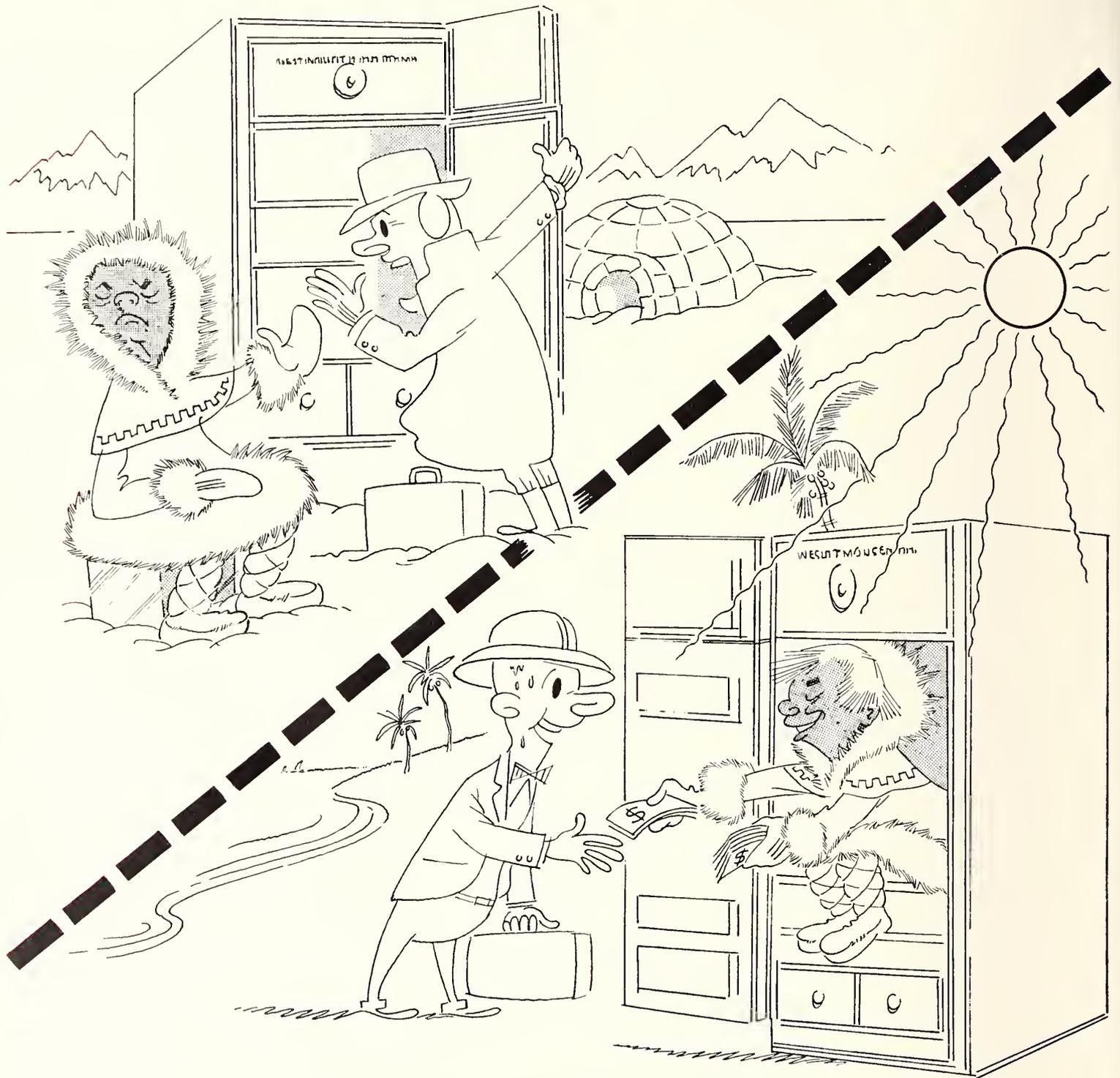
Kramer, who said he was "not a signatory to the Waldorf Agreement," further stated that a writer's work "can be completely divorced from his political views. I control every foot of film, and I am fully aware of where I stand."

Italy Boys Town Benefits From 'Ben-Hur' Premiere

Special to THE DAILY

DETROIT, Feb. 15. — "Ben-Hur" opens at the United Artists Theatre here tomorrow night as a benefit for Boys Town of Italy, sponsored by Mrs. George Skouras. Michigan's Governor G. Mennen Williams will head the list of civic, business, and entertainment personalities who will attend the black-tie premiere.

In selling
it's the **CLIMATE** that counts



Just as a sunny sky is the right climate in which to sell a refrigerator... so is the movie theatre the proper climate to **SELL** your customers—be it next week's program or this week's concession items.

Trailers reach your customers in the proper climate and for this reason they have been, and will continue to be, your most important sales tool.

NATIONAL *Screen* SERVICE
PRIDE OF THE INDUSTRY



MOTION PICTURE DAILY

L. 87, NO. 32

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 17, 1960

TEN CENTS

EDITORIAL

The Silly Season

By Sherwin Kane

THIS WEEK, according to the N.Y. World-Telegram and The Sun, a group known as the Grand Jurors Assn. of Bronx County (N.Y.) publicly expressed its deep concern over what it termed the influence of movies, and told the House post office subcommittee which recently held hearings in Washington on non-entertainment "obscenity" in theatrical motion pictures that "censorship laws would be the only solution if the movie industry does not cease the production and showing of motion pictures which crime, immorality and procreancy are glorified."

It does not seem unreasonable to expect a better-informed and fairer statement (if there must be one) on this subject from a group of men and women banded together under the civic-sounding title they have appropriated for themselves. To the best of our information, the Grand Jurors Assn. of the Bronx is an unofficial, semi-civic, semi-social group of persons who in the past have been honored on blue ribbon panels of theough to the north.

Whatever their reasons for being, or in authoring a public utterance of this kind, suspicion inevitably is cast on their qualifications for so doing in their apparent lack of information. Certainly, a civic-minded group of this kind making a public statement on a subject of wide public interest should be aware that no theatrical motion picture is shown in either the city or anywhere in the state of New York that has not first been licensed by the state. It is downright silly that a call for film censorship be issued from an area which for years has had nothing on its theatre screens which has not been approved in advance by the most highly organized censorship machinery in the nation. In comparison to it, censor boards elsewhere are but poorly organized. If the Bronx ex-grand jurors are pleased with the results, they might just as well concede the usefulness of censorship and call for an end to it.

Big C's Year'

THE promise of bigger and better product from a major company always is an encouraging sign for the industry, especially at a time when
(Continued on page 2)

M-G-M Presents Preview of Product for 1960-61; List of 27 Films Reveals Wide Range of Subjects

An impressive array of top product for the 1960-61 season is announced by Metro-Goldwyn-Mayer in a unique and imaginative ad display published in this issue of Motion Picture Daily. Data on 27 films, many of which are already completed, are included in the imposing roster of upcoming pictures. The exhibitor is provided a "preview" of each of the films which range in subject matter from such mighty spectacles as "Ben-Hur," "Cimarron," and "Charlemagne" to dramas like "Home from the Hill," "Temptation," and "Sweet Bird of Youth," to comedies like "Please Don't Eat the Daisies" and "Bachelor in Paradise" and musicals like "Bells Are Ringing."

For names of the potent talent involved in creating the films and the other titles and their sources, see inside.

Carter, on Coast, Tells New Production Plans

By SAMUEL D. BERNIS

HOLLYWOOD, Feb. 16. — Victor M. Carter, president and chairman of the board of Republic Pictures, together with Richard W. Altschuler, senior vice-president of the company,
(Continued on page 29)

400 Hail Levine at Luncheon in Boston

Special to THE DAILY

BOSTON, Feb. 16.—Nearly 400 persons turned out to welcome Boston's own Joseph "Hercules" Levine, who, with Mrs. Rosalie Levine, received tributes from the Cinema Lodge of
(Continued on page 29)

Find Market Can Use Quantity and Quality Films at Same Time: Jackter

In releasing a larger number of top pictures simultaneously Columbia Pictures has proved three important factors about the current market, Rube Jackter, vice-president and general sales manager, said yesterday.

He listed them as follows:

1. Exhibition can absorb a quantity of quality films at one time.

2. One company can successfully merchandise a number of major releases simultaneously.

3. Orderly release is a workable system, particularly
(Continued on page 25)



Rube Jackter

W&K-Roxy Deal Closed; House to Shut Mar. 24

The deal for the acquisition of the Roxy Theatre by Webb & Knapp, realty organization headed by William Zeckendorf, has been consummated and the Seventh Avenue house will close its doors on March 24, it was disclosed here yesterday;
(Continued on page 29)

Toll-TV Was Attraction in SE&T-Fox Dealings

By E. H. KAHN

WASHINGTON, Feb. 16. — Skiatron Electronics and Television, Inc., did not wish to break with Matthew M. Fox, president of Skiatron of America
(Continued on page 25)

WGA and 4 More Sign; Guild to Meet Feb. 24

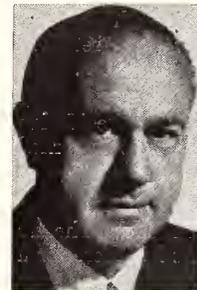
From THE DAILY Bureau

HOLLYWOOD, Feb. 16. — The Writers Guild of America today announced that six more independent companies have reached contract agreements with the guild. Removed from the guild's strike list were Harris-Kubrick Pictures Corp. and its affiliated companies and two companies headed by Richard Widmark. This brings up to 43 the number of independent
(Continued on page 28)

Following Vogel Talks MGM Heading For Best Year, Says Siegel

Production Head Outlines Impressive List of Films

Metro-Goldwyn-Mayer, with its 1960-61 production program and release schedule well under way, is



Sol C. Siegel

headed for one of the most successful years in its long history, according to Sol C. Siegel, studio head. He announced a list of new pictures now in the planning stage and expected to go before the cameras within the coming months, among which are properties based on a number of the most popular novels
(Continued on page 29)

N.Y. License Fee Bill Gets MMPTA Support

Special to THE DAILY

ALBANY, N. Y., Feb. 16. — The Metropolitan Motion Picture Theatres Association, Inc., representing 300 film houses in 14 counties of New York State, has filed with Sen. John J. Marchi, Staten Island Republican, a memorandum supporting his bill to reduce the license fees charged by
(Continued on page 28)

ATONJ Hears Report on Film Availability

New Jersey Allied yesterday received and considered a preliminary report on film availabilities in north Jersey areas prepared by its attorney, Harold Rome, after lengthy study of the situation.

Additional information still is required
(Continued on page 30)

PERSONAL MENTION

HOWARD MINSKY, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, is in Toronto today from New York.

MICHAEL BERGHER, vice-president of Columbia Pictures International, has arrived in Hollywood from Tokyo. He is enroute to New York, where he will make his headquarters after having been in the Orient since 1934.

SID BLUMENSTOCK, vice-president of Charles Schlaifer & Co. Los Angeles office, has arrived in New York from the Coast.

ROBERT INGRAM, Columbia district manager in Atlanta, has returned there from Jacksonville.

ROBERT WISE, producer of the Mirisch Company's forthcoming "West Side Story," has arrived in New York from the Coast.

RICHARD J. WINTERS, 20th Century-Fox publicity executive, has returned to New York from Washington.

S. J. BACKER, owner of the Harlan Theatre, Harlan, Ia., has returned there from Omaha.

RAY ESSICK, of the Modern Theatre Circuit, Cleveland, has left there for a tour to Israel.

ANNETTE BURD, of the advertising-publicity department, Stanley Warner Theatres, has returned to New York from Florida.

SAL ADORNO, SR., general manager of M&D Theatres, Middletown, Conn., has become a great-grandfather for the first time with the birth of a boy, **RICHARD SALVATORE**, to his granddaughter, **MRS. RICHARD CARTER** of Middletown.

gems of showmanship!...
SPECIAL TRAILERS
by **national screen service**

EDITORIAL Self-Regulation Urged

(Continued from page 1)

exhibitors are mindful that the total number of films produced each year is decreasing. But in the case of the recently-announced Columbia schedule, there is more than just a promise of future product. There is ample evidence that Columbia is delivering the product and, even more important, will continue to do so.

In the first two months of 1960, Columbia is releasing five major productions, including Sam Spiegel's "Suddenly, Last Summer," Philip A. Waxman's "The Gene Krupa Story," Carol Reed's "Our Man in Havana," Stanley Donen's "Once More, with Feeling," and Ansark-George Sidney's "Who Was That Lady?" The last three productions, all being released this month, are reported to have a negative cost of \$8,000,000.

In the next ten months of the year, Columbia plans to distribute 32 more films, most of which already have been completed. For release within the next few months are Raoul J. Levy's "Babette Goes to War," William Goetz' "The Mountain Road," Drexel's "Because They're Young," Hall Bartlett's "All the Young Men," Charles H. Schneer's "Gulliver's Travels," Richard Quine's "Strangers When We Meet," and Goetz' "Song Without End," to mention just a few. Columbia has also promised that the films will be released in an orderly fashion throughout the year.

In addition, Columbia has announced that 26 major films will go into production in 1960, thus insuring that the release schedule for the following year will be equally imposing. Small wonder, then, that Columbia refers to 1960 as "The Year of the Big C."

A noteworthy aspect of this bright picture at Columbia is the fact that it is less than two years since the present management team, headed by president A. Schneider, took over the operation of the company. In that short period, they have turned an ambitious blueprint into a reality. At the same time, they have made the transition from studio production to independent production, while maintaining their own Hollywood facilities. The line-up of more than 40 independent producers affiliated with the company includes many of the top money-makers in the business.

Frank Maney Dies

ORRVILLE, O., Feb. 16. — Frank Maney, for 13 years associated with Leonard Mishkind, president of the General Theatres circuit of Cleveland, most recently as manager of the Orr Theatre here, is dead following a heart attack.

Self-Regulation Urged On Theatres by Corman

From THE DAILY Bureau

HOLLYWOOD, Feb. 16.—Addressing a local exhibitor group at luncheon yesterday, Roger Corman, president of Film Group, Inc., urged them to campaign among fellow showmen for the kind of self-regulation maintained by most producers.

Corman decried the increasing tendency among theatres to exhibit films minus a Code seal or Legion of Decency approval. He attributed a large part of the rising clamor for censorship, certification, and other inhibiting devices to the many engagements given "hot" pictures.

"Thoughtless bookings in the interest only of today's dollar can have lasting repercussions on all segments of our industry," he warned, adding:

Sees All Houses Hurt

"A single exhibitor playing the wrong kind of picture will damage all theatres and further arouse already inflamed groups. Self-regulation is simple. You need only ask yourself if the picture is in bad taste, contrary to public welfare, one you would have to apologize for. Tempting as it may be to play a 'hot' picture, ask if the single engagement is worth the future of your heavy, long-term investment. It is better to buy sensibly, then sell hard, than to jeopardize your theatre's esteem in the audience's mind. Remember mass morality is more easily outraged than an individual's."

Attendance Reported up For 10th Straight Month

Motion picture theatre attendance showed an increase for January of 8.9 per cent over that of the same month in 1959, according to Sindlinger & Co. This was the tenth successive month that attendance was up, continuing a trend that began last March, the report showed.

In January over 163,800,000 persons attended a motion picture theatre, it was stated, and average weekly attendance was 32,700,000.

Ad Chiefs Invited

The advertising and publicity chiefs of the New York offices of all the major film companies have been invited to be on the dais next Wednesday when the Associated Motion Picture Advertisers honor Si F. Seadler, advertising manager of Loew's, Inc., at a luncheon meeting at the Hotel Piccadilly here. Invitations have been sent to Paul Lazarus of Columbia, Jerry Pickman of Paramount Pictures, Charles Einfeld of 20th Century-Fox, Roger Lewis of United Artists, Phil Cerard of Universal, and Charles Cohen of Warner Brothers.

Bad Weather Doesn't Hurt 'Marty' In Siberia

From THE DAILY Bureau

WASHINGTON, Feb. 16. — Report that "Marty" has been extremely well received in Irkutsk, Siberia, reached Turner Shelton, chief of USIA's international films branch. Audience turn-outs have been good despite temperatures running well below zero.

Shelton also said that the Russians probably will release another American film for viewing by local audiences about March 1. It is understood that choice of the next film between "Lili" and "The Old and the Sea."

A.V.C. Supports Kramer Scores Legion Tactics

The American Veterans Commission has come out in support of the right a film producer to hire a writer regardless of his political affiliation at the same time criticized what it calls the "mob pressure" tactics of the American Legion.

Mickey Levine, AVC national chairman, was quoted in the *New York Times* yesterday as describing the position of the Legion's national commander, Martin B. McKneally, as "neo-McCarthyism," and revealing that he had urged leading liberal organizations to join the defense of any son in the industry who wished to stand erect and free.

Threatens Court Action

Levine stated that the AVC would use court action if the Legion resorted to "illegal" picketing or boycotts to harass producers. "The time has passed when we can permit the Legion with impunity to terrorize American citizens who happen to disagree with its unusual interpretation of democracy and concept of justice."

Levine's attack on the Legion was contained in a letter to Stanley Kramer, independent producer-director who was criticized by the Legion for hiring Nedrick Young to write the version of "Inherit the Wind," Broadway success. Young had refused to answer questions before the House Committee on Un-American Activities. He has had trouble in getting work since then, and now writes under the name of Nathan E. Douglas.

Calls Kramer 'Patriotic'

The letter from the AVC chairman expressed "admiration and support for Kramer for the patriotic American position you have taken in resisting the mob pressure of the American Legion and refusing to allow any individual or group to force you to disregard your constitutional rights and the rights of others."

inside this envelope there's a Metro-Goldwyn-Mayer preview

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Mon. Film Dividends Total \$1,067,000

From THE DAILY Bureau

WASHINGTON, Feb. 16. — Motion picture companies paid \$1,067,000 in dividends during January, 1960, the Commerce Department reports. This compares with \$1,788,000 the same month of 1959.

The department says that the year-year difference of \$721,000 is accounted for in part by the pay-off of arrears in January, 1959. It also notes that there have been some changes in name, and possibly also changes of dividend payment date, in the motion picture group.

During December, 1959, firms in the motion picture group paid \$4,448,000 in dividends — \$1,294,000 more than a year earlier. During all of 1959, these publicity reporting companies paid \$25,612,000, or \$1,994,000 more than had been paid to stockholders in 1958.

Flanders' Is Top Fox Film in Louisiana

Twentieth Century-Fox's "Dog of Flanders" although it opened during the first recorded snowstorm in Louisiana last weekend has jammed box-offices throughout the state, according to theatre reports. It was said to surpass in three and/or four days every 10th picture ever to play the area including "Peyton Place," "A Farewell to Arms," "South Pacific," "Inn of the Sixth Happiness," and "Diary of Anne Frank."

In its first four days in Alexandria, at the Essanee, "Flanders" recorded \$2,106 against "South Pacific's" \$2,023, "Inn's" \$1,917, and "Diary's" \$1,450. In New Iberia, at the Essanee, "Flanders," playing three days hit \$1,080 against "Inn's" \$339, and "Farewells" \$478.

Strong in Abbeville

In Abbeville, at the Franks Theatre, "Dog" racked up \$992 to "Inn's" \$388, and "Rally 'Round the Flag's" \$371. In Plaquemine at the Osage, "Flanders" hit \$742 against "Inn's" \$447. In Lafayette, "Flanders" at the Jefferson was \$2,132 against "Inn's" \$1,677 and "Rally's" \$2,033.

In Crowley, "Flanders" reached \$902 to "Inn's" \$583. In Jennings, at the Strand, "Flanders" was \$537 to "Inn's" \$292. In Natchitoches, at the Cane, "Flanders" topped "The Young Lions" with \$916 to \$645. In Leesville, "Flanders" topped "Say One for Me" with \$350 to \$185. In McComb, Mississippi, at the State, "Flanders" outgrossed "Blue Denim" with \$586 to \$557.

Belafonte Leaving Palace

Harry Belafonte will complete a 14-week run at the RKO Palace Theatre here on Sunday, March 20. No decision has been reached as yet as to whether the house will resume a motion picture policy or book another stage attraction.

SE&T Strong for Toll-TV

(Continued from page 1)

ica as long as Subscriber-Vision, controlled by the latter company, appeared to be a good commercial possibility, it was stated here today by Kurt H. Widder, director and counsel for SE&T, as the Securities and Exchange Commission continued its investigation of that company's filing of an allegedly irregular stock registration statement in 1957.

Trading of SE&T stock on the American Stock Exchange has been banned until Feb. 26.

Points to Fox's 'Initiative'

Widder declared that Fox has "initiative and ability," that his past record for success spoke well for him, and that the venture in pay-TV was possible only so long as the two companies worked together. Skiatron also felt, he said, that stockholders were counting on success in pay-TV and that any injunction or suit against Fox would jeopardize the program for subscription television which had taken years to build. The company thereupon, tried to persuade Fox to keep control of his stock and did threaten injunction, but never took direct action and did not stop issuing stock to Fox.

The question of sale of unregistered Skiatron stock other than that issued to Fox has also been raised at the SEC hearings. Now under discussion in Washington is the matter of the 1959 Skiatron filing as distinguished from the withdrawn 1956 filing. The second registration involved 172,242 shares, or which 75,000 went to Fox as well as options for 50,000 more.

Aware of Judson Deal

Widder admitted knowing that some of Fox's shares had been transferred to Judson Commercial Corp. as collateral for loans. He denied knowing that any had been sold. The other shares sold were a few given by the company to employees as a service bonus. There is apparently some legal question whether these shares should have been registered. An administrative officer of SEC wrote Widder that their inclusion in the filing "might be considered inappropriate" but Skiatron attorney James Landis, former SEC chairman, indicated other opinions and Julian Jawitz, attorney for Arthur Levey, Skiatron president, found nothing amiss.

Hislop Denies Motion

Hearing examiner Robert Hislop today denied the motion of Skiatron attorney Landis and Jawitz asking to strike previous testimony by Widder on matters having to do with the 1956 registration statement which the company later withdrew. This denial to strike was made without prejudice and it is expected that the Skiatron lawyers will again make the motion to strike on grounds of irrelevancy.

If the motion had been granted then all the testimony elicited by SEC lawyers on Fox's sale of 195,000 shares would be eliminated from the

record to be judged by the commission and only the relatively small amount of 75,000 shares in 1959 would be subjected to scrutiny.

Attorney Landis objected to the evidence on grounds that the statute of limitations had run out and was not applicable and that the company could have no contingent liability. Moreover he said that the past had given the company warning so that it did restrict part of the stock due to Fox. The testimony, said Landis, showed the company trying to find out what Fox was doing with the stock in an effort to get the registration statement before SEC as soon as possible.

SEC attorneys Eugene Rotberg and Frederick Moss maintained that testimony about Fox's pre-1959 actions was important to show what the company knew or should have known in issuing stock to him in subsequent years. Rotberg pointed out that the company was so dependent on Fox that even with his history of disposing of unregistered stock it extended his time to exercise warrants. He noted that Levey returned to Fox warrants which he held as collateral on a loan.

Will Sean Levey Deals

The question of Levey's stock transactions will also be brought out. Hearing examiner Hislop held that he will permit questions about the options to buy 30,000 shares granted to Levey in the 1959 registration statement, and that questions of relevancy on previous stock transactions may be decided at the time they arrive.

Landis objected on grounds that all of Levey's 30,000 shares—except for 5,000—were being held in escrow. Their numbers would indicate that despite contingents by SEC lawyers the stock had not been sold.

In cross examination of Widder both Landis and Jawitz made the point that under certain circumstances stock that has already been sold can be registered, and sometimes is, by the SEC. Widder is not an attorney specializing in security law and claims that he tried to reveal all he knew and all he thought was necessary.

The hearing will continue tomorrow.

'Ben-Hur' to Inaugurate Cannes Film Festival

Metro-Goldwyn-Mayer's "Ben-Hur" has been selected to inaugurate the 1960 Cannes Film Festival May 4. It will be shown "hors concours"—out of competition.

After the Cannes premiere, the French government will honor "Ben-Hur" at a gala ball, at which Paris' leading coutouriers will present their "Ben-Hur" inspired creations; the Ben-Hur Rose will be introduced by the florists of France; the Association of French Jewelers will show a line of Ben-Hur jewelry; and a new Esther perfume will be added to the collection of world famous French perfumes.

TENT TALK

Variety Club News

CLEVELAND—Tent No. 6 recently honored Elsie Loeb in recognition of her cooperation in administering the club's gratis film program project for shut-in patients of institutions. Representatives of all branches of the industry attended the affair, held in the building adjacent to the 20th Century-Fox exchange. Ted Levy presided, and Irwin Shenker, Variety chief barker, presented Miss Loeb a wrist watch as a memento of the occasion.

BUFFALO—Tent No. 7 is sponsoring a "Cavalcade on Ice," for the benefit of the Children's Rehabilitation Center of the Children's Hospital and the Crippled Children Guild. The event will be staged today in Memorial Auditorium. The cavalcade will feature an international skating revue and a regularly scheduled hockey game between Buffalo and Rochester. Marvin Jacobs is promoting the event, assisted on the publicity end by Gene Korzelius.

Quality Films

(Continued from page 1)

ly as it applies to the release of major films at traditionally slack periods, if the films are supported by aggressive campaigns by distributors and exhibitors.

"We are demonstrating to the industry that our distribution set-up can keep pace with the company's potent production schedule," Jaekter declared, "and we are proving it in a post-holiday season."

In All Major Markets

Noting that the increased playing time for Columbia releases was a result of the stepped-up orderly release program, Jaekter stated that the company's product was being given the broadest distribution ever. He said that films were being moved through a wide variety of different theatres in major markets across the country.

In New York, he said, Columbia releases are currently playing in seven different showase houses. Columbia releases have also been booked to play concurrently in five different theatres in Philadelphia, five theatres in Boston four in Washington four in Los Angeles and four in Chicago.

Tells of Fast Start

The general sales manager also stated that Columbia's "Year of the Big C," 1960, was off to a blockbuster start with the company's first four releases big box office hits. He cited such successes as Sam Spiegel's "Suddenly, Last Summer," Carol Reed's "Our Man In Havana," Stanley Donen's "Once More, With Feeling" and Philip A. Waxman's "The Gene Krupa Story," in addition to the long-running holdover hit from last year, Highroad's "The Mouse That Roared."



Universal's NEW Down-The-Line

**GIVES SUB-RUNS
NATIONAL AD
SUPPORT
IN FULL-COLOR
FOR THE
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LONG BEACH Ind-Pr. Tel.

AKRON Beacon Journal
ALBANY Times Union
BALTIMORE American
BIRMINGHAM News
BOSTON Advertiser
CANTON Repository
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DALLAS Times Herald
DETROIT Times
FORT WORTH Star Telegram
HARRISBURG Patriot News
HOUSTON Post
LONG ISLAND Press

IN SUNDAY COMIC



**FULL-LENGTH
FEATURE CARTOON
IN EASTMAN COLOR**

Hans Christian Andersen's **The SNOW QUEEN**

WITH PROLOGUE STARRING AND FEATURING THE VOICES OF

**ART LINKLETTER • SANDRA DEE
TOMMY KIRK STAR OF "SHAGGY DOG" • PATTY McCORMACK**

Cartoons, Animation and Screenplay by Sayuzmultfilm Productions • English Dialogue Version, Prologue and
Adaptation, Written by ALAN LIPSCOTT and BOB FISHER • Produced by ROBERT FABER

A UNIVERSAL-INTERNATIONAL RELEASE



Merchandising for "THE SNOW QUEEN" ...

METRO COMICS

LOS ANGELES Times
MILWAUKEE Journal
MINNEAPOLIS Tribune
NEWARK News
NEW YORK News
OAKLAND Tribune
OHAIO World Herald
PHILADELPHIA Inquirer
PHOENIX Arizona Rep.
PITTSBURGH Press
PORTLAND Oregon Journal
PROVIDENCE Journal
RICHMOND Times Dispatch
ROCHESTER Dem. & Chron.
SACRAMENTO-Modesto Bee

ST. LOUIS Post Dispatch
ST. PAUL Pioneer Press
SALT LAKE Tribune
SAN ANTONIO Express
SAN DIEGO Union
SAN FRANCISCO Chronicle
SAN JOSE Mercury News
SEATTLE Times
SPOKANE Spokesman Review
SPRINGFIELD Republican
SYRACUSE Post Standard
TACOMA News Tribune
TUCSON Star Citizen
WASHINGTON Star
WICHITA Eagle

LUCK COMICS

LOS ANGELES Examiner
MIAMI Herald
MILWAUKEE Sentinel
NEWARK Star Ledger
NEW YORK Journal American
NEW YORK Mirror
ONTARIO-Upland Report
PHILADELPHIA Bulletin
PITTSBURGH Sun Telegraph
PORTLAND Oregonian
RIVERSIDE Press Enterprise
ST. LOUIS Globe Democrat
ST. PETERSBURG Times
SAN ANTONIO Light

SAN BERNARDINO Sun Telegram
SAN FRANCISCO Examiner
SEATTLE Post Intelligencer
SYRACUSE Herald American
WASHINGTON Post
WICHITA Beacon
YOUNGSTOWN Vindicator

AND

ATLANTA Journal Constitution
DENVER Post
NEW ORLEANS Times Picayune
KANSAS CITY Star



FIRST RUN COVERAGE

IN 63 MAJOR MARKETS
AND DOZENS MORE VIA
REGION-BLANKETING
THROUGH THE WIDE
SUNDAY CIRCULATION!

FOLLOWED BY SUB-RUN
COVERAGE IN 20
MAJOR MARKETS WITH
PLAYDATE LISTINGS!

2 BIG WAVES OF
ADVERTISING IN 84
SUNDAY NEWSPAPERS
REACHING 130,000,000
READERS!

Plus! ADS IN **LOOK**
and **PARENTS'***
REACHING 32,000,000
READERS!

**Awarded Parents' Family Medal*

SUPPLEMENTS!



Plus! The biggest barrage of local
Advertising...Publicity...Promotion...
Music and Merchandising Tie-ups
for any Motion Picture in years!

Cash in on this king-size campaign! Book "The SNOW QUEEN" NOW!

WGA and 4

(Continued from page 1)

pendent companies which have signed with the guild, out of a total of 56 against whom the strike was originally called.

The guild's strike against the so-called "major" group of film companies continues in full force.

A "special combined membership meeting of the Writers Guild of America, West, will be held Feb. 24 in the grand ballroom of the Beverly Hilton Hotel, WGA announced today. In joint attendance will be the screen writers branch of the WGA and the WGA television - radio writers' branch. Reports will be presented on status of the strike and of screen and television negotiations.

Curtis Kenyon, president of the WGA, will chair the meeting.

'Spartacus' Release in Super Technirama-70

Universal will release "Spartacus," the Bryna production, in Super Technirama-70 it was jointly announced yesterday by the distributor and Technicolor, Inc., which developed and produced the new process. First picture to be shown in the process was Untied Artists' "Solomon and Sheba."

To date more than 100 theatres in the U.S. have been equipped for the 70mm technique, it was stated. "Spartacus" will be released late this fall in special road show engagements.

MAGIC— PUPPETS For Children All Ages



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AROUND THE TV CIRCUIT

... with PINKY HERMAN

DEREL Productions' pilot film of a new series, "Bellevue Is My Home," has just been completed in New York under the direction of Ted Post. Script, by Producer Gene Feldman, stars Tod Andrews, star of "The Grey Ghost" TV program and star for three years of the Broadway Hit, "Mister Roberts." . . . Stuart Whitman, featured in the forthcoming 20th Century-Fox Biblical flicker, "The Story of Ruth" and May Britt, who scored as the temptress in "The Blue Angel," will portray "Joey" and "Eadie," respectively in Burt Balaban's screen adaptation of "Murder, Inc.," a 20th Century-Fox release. . . . A new situation-comedy, created and directed by Van Fox, director of "NBCentration," may take its place as regular NBC-TV fare next season. . . . Newscaster Art Van Horn adapting a TV version of his popular radio, series, "Wonderful World." . . . I. A. (Iz) Ruman, Hollywood's extremely popular insurance broker (he's regarded as the burg's most astute and reliable guardian of producers' film investments) was in Gotham last week, among other things to huddle with Jules Levey on several film and TV matters. . . . Merv Griffin, currently seen on 2 regular TV programs "Keep Talking" and "Play Your Hunch," and guetrilling on many others, has been tapped to co-star with Judy Johnson and Joan Holloway in Gus Schirmer's production of Cole Porter's "Gay Divorcee" slated to open at the Cherry Lane Theatre March 21. . . . Three weeks prior to the event and the "Earl Wilson-By Gardner Night" to be held Sat., March 5 at the Lambs Club is already S.R.O. Jack Benny and Bing Crosby, who'll be in town to appear on "Perry NBComo Show" may be on hand to help Billy Gaxton and Mickey Alpert make this affair a "nite of nites." . . . ABC Films, which handles foreign distribution rights to "John Gunther's High Road" teleseries, (39 half-hour segs) has sold the Canadian rights to Canadian Broadcasting Corp. (French Network). . . .



When Jack Paar took his unexpected "walk off the program" last week, the program's Announcer Hugh Downs found himself in an awkward and most untenable position. However, the lad's diplomatic, adroit and deft handling of that most unusual situation proved a masterful exhibition of his character and showmanship. Seemingly walking a tight rope, Downs displayed remarkable ability to "keep the show on," proving his loyalty to his friend and associate, Paar, yet at the same time maintaining the dignity and clearly explaining the position of NBC in the controversy. If Jack doesn't return steadily to this program, we feel that Hugh Downs has earned the first crack at the job. . . . That famous "Dutch Boy" (paints) trade mark has been given a voice in a series of forthcoming telecommershills. The voice belongs to talented Zel de Cyr. . . . In association with NRB Associates Ltd., a new TV program based on Joseph Bryan's biog of "Barnum, the World's Greatest Showman," will be seen next year as an ABCircus show. . . .

Services for Robb; Big Spring Official

Special to THE DAILY

BIG SPRING, Tex., Feb. 16.—Funeral services have been held here at the First Presbyterian Church for J. Y. Robb, 68-year-old theatre executive, who died Thursday in a Dallas hospital. He had been a patient there since mid-December.

Robb was formerly associated with the Robb and Rowley Circuit, which at one time operated 135 theatres in Texas, Oklahoma and Arkansas. His late brother, Harold B. Robb, was the person for whom the circuit was named, along with Ed Rowley, formerly of Dallas and now executive vice-president of United Artists Theatre Circuit in New York City.

Robb was an executive in the chain, but principally confined his activities to operating five theatres in Big Spring, which he owned at the time of his death.

Miranne in Wise Post As N. O. IATSE Head

Special to THE DAILY

NEW ORLEANS, Feb. 16.—Ernest J. Miranne has been named to succeed Adam T. Wise as recording secretary of Local 293, IATSE, Moving Picture Machine Operators. Wise resigned a month after being installed, having been ordered by his physician to curtail his activities because of illness. Miranne, by virtue of his new office, also becomes a member of the board.

The local recently renewed a three-year contract with the RKO Orpheum, Loew's State and Paramount Gulf's Saenger Theatre, each pact calling for a slight increase in compensation.

Fox Has 3 in March

20th Century-Fox has scheduled three releases for March, "A Dog of Flanders," "The Third Voice" and "Operation Amsterdam."

N. Y. Film Bill

(Continued from page 1)

the motion picture division, State Education Department.

An accompanying letter from executive director D. John Phillips said "I hope after due consideration of the enclosed and other material statements with which you are being furnished by other representatives of the motion picture industry, you will exert your utmost efforts to bring about the enactment of the legislation."

The wording might indicate that a plea has been sent to other legislators.

Urging the bill's passage the MMFTA memorandum declared:

"It would serve in some measure to alleviate the hardship endured during the last few years, and still suffered, by motion picture theatre exhibitors.

Amendment Provided

"As you know, this bill seeks to amend Section 126 of the education law in relation to the license fee charged by the motion picture division of the State Education Department. This section presently provides for a fee at the rate of \$3 per thousand feet for each film physically reviewed and a fee of \$2 per thousand feet for additional prints distributed in New York State.

"When this schedule was enacted about 40 years ago, the practice was to bring into the state two or three prints, which, under the then method of distribution, were rotated among theatres throughout the state.

"Because of vast changes in the methods of distribution, introduced to meet the economic needs of the time, the common practice is to employ the so-called 'saturation booking' technique, often necessitating the use of 100 prints for feature films brought in to the state. This results in a hardship often on the small exhibitor, who is usually excluded from the benefits of the simultaneous saturation booking by reason of the distributors' reluctance to incur the fee."

Inroads of TV Cited

Since the advent of television in this country, the memorandum continued, "the motion picture industry, particularly the motion picture exhibitors, have suffered tremendous declines at the boxoffice, bringing about in many instances the closing of theatres throughout the nation.

In New York City alone, "over 200 theatres have closed between 1940 and 1959," the memorandum added and declared, "official cognizance of the fact has been taken by the Federal government and the City of New York by way of, among other things, the elimination or reduction of motion picture theatre admission taxes.

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PEOPLE

Republic Plan

(Continued from page 1)

today held his first trade press conference in his studio offices, reiterating and enlarging upon the previously announced plans of Republic to finance theatrical film production as well as television film production by independents.



Victor Carter

Carter pointed out that Republic is not interested in taking ownership, or profit - sharing in any of the films it finances. In exchange for financial assistance, the company will ask for a nominal percentage of the gross income plus interest rates comparable to present bank rates, except that interest charges will be made from time money is used instead of the time the deal is made.

"The company will also require a guarantor for repayment of loans within 18 to 24 months on theatrical films and television series, and seven months on television pilots. No interest charge will be made for use of money on pilots," Carter pointed out.

Predicts Economies

"Producers will find charges more reasonable and economical in dealing for studio facilities, there will be no interference with any producers on their selection of scripts or casts," he added.

"Two deals are nearly concluded, one for theatrical and one TV, which we will announce shortly, and none of these deals are contingent upon distribution through our franchise operators or Hollywood television service," Carter concluded.

'Beach' Hits \$176,283

United Artists' "On the Beach" produced and directed by Stanley Kramer, has rolled up a huge \$176,283 in 15 first run engagements in the New York and New Jersey area in just one week.

First run situations in the two-state area include Jersey City, Newark, Atlantic City, Binghamton, Glen Cove, Haverstraw, Huntington, Jamestown, New Brunswick, Nyack, Rochester, Suffern, Syracuse, Bayshore and Patchogue.

Roxy Theatre Sold

(Continued from page 1)

the house will be torn down to provide space for a 900-room addition to the Taft Hotel and a 600-car garage. The Taft Hotel is also a property of Webb & Knapp. Purchase price for the theatre is reported as \$5,000,000.

Columbia Pictures disclosed yesterday that its re-release package consisting of "On the Waterfront" and "The Caine Mutiny" have been booked to open at the big Seventh Avenue house starting Feb. 24. Stage shows will be discontinued at the theatre the day before. New low popular prices will be in effect.

400 Hail Levine

(Continued from page 1)

B'nai B'rith at the Hotel Bradford today.

Cinema Lodge president Carl Goldman and chairman George Roberts kept the affair running briskly, as did George Jessel, who was in rare form as toastmaster.

Head table guests included the Commonwealth's First Lady, Mrs. Foster Furcolo, Judge David A. Rose, Norman Knight, president of the Yankee Network, Jimmie McHugh, Gypsy Rose Lee, Hugh Owen and Jerry Pickman of Paramount, Saul Gottlieb of M-G-M, Jules Lapidus of Warners, Nat Fellman of Stanley Warner, Joseph Wolf of Embassy Pictures, Robert Stemburg, president of New England Theatres, and Edward W. Linder, president of IENE.

Cited as the "man of the year," tributes paid to Levine included "has done more to spark enthusiasm in this industry than any one man" and has traveled far and wide to find pictures to show in this country that other companies have not discovered," and "dynamic, vital and imaginative," etc.

In his address, Levine spoke briefly. "That you have chosen this day to honor my dear wife and myself is a day of fulfillment and is heartwarming to us. Rosalie and I thank you from the bottom of our hearts for this great, great day."

'Bismarck' Strong Here

Monday's boxoffice receipts at the Paramount Theatre here for 20th Century-Fox's "Sink the Bismarck" were a full \$1,000 ahead of the first Monday's gross for the record-breaking engagement of "Journey to the Center of the Earth," according to Robert K. Shapiro, managing director. "Bismarck" did \$42,000 in four days after the Broadway premiere and took in \$5,133 on Monday against "Journey's" first Monday return of \$4,151.

M-G-M Year

(Continued from page 1)

and plays produced in recent years.

With "Ben-Hur" playing to capacity audiences in the 18 key cities where it has opened; and "Never So Few" and "The Gazebo" currently achieving impressive grosses everywhere, other recently completed films are set within the next few months, he said. Among them are "Home From the Hill," "The Last Voyage," "Please Don't Eat the Daisies," "Bells Are Ringing" and "The Adventures of Huckleberry Finn."

The studio presently has in production "Cimarron," "Butterfield 8" and "Go Naked In the World," three films that will reach the screen late in the year.

Points to Past Year

Following recent discussions with Joseph R. Vogel president of Loew's, Inc. on MGM's over-all production planning Siegel emphasized that the past year has been notable for the addition to the studio organization of leading producers directors and writers to implement the company's long-range program of major productions.

"Creative manpower at the studio," said Siegel, "stands at a record high today, with the films completed or being planned representing the contributions of 14 producers, 16 directors and 24 writers.

Among the films now in active preparation is the first "story-film" to be produced in Cinerama. The process will be used for "Charlemagne," a spectacular romantic drama about that great medieval figure. With Ted Richmond producing from the screen play written by Noel Langley, it will be filmed amid foreign locales.

Other Films Listed

Other outstanding films now in active preparation are:

"The Four Horsemen of the Apocalypse," "The Travels of Jamie McPheeters," "Mutiny on the Bounty," "Two Weeks in Another Town," "Lady L., " "Where the Boys Are," "Ada Dallas," "Spinster," and "Project 46."

To round out this list of major productions will be three other important projects: "Sweet Bird of Youth," "Bachelor in Paradise," and "Thy Will Be Done."

Other pictures now completed and scheduled for release are "Temptation," "The Subterraneans," "The Time Machine," "All the Fine Young Cannibals," "Key Witness," "Platinum High School," "The Day They Robbed the Bank of England," and "The Village of the Damned."

Russ Brown, formerly Portland (e.) district manager for Fox Everet Theatres, has been named editor of Showman, the house organ of National Theatres & Television Amusement Corp. He succeeds Paul Day, who resigned recently.

David E. Brodsky, theatre architect of Philadelphia, has been elected a tenth term as president of the downtown Jewish Home in that city.

Arnold Gary, manager of the West Theatre, Birmingham, Ala., has been elected president of the Birmingham Coin Club.

Robert Neffke, who for more than years was shipper at the Buffalo change of M-G-M, has been named manager of the Film Depot, of that city. He also is president of Local E-9, Exchange Employees. The new assistant at Film Depot is Frank Neuberger, who had served as Universal tipper for 14 years.

Name 16 to Posts in Brotherhood Drive Here

Sixteen major committee posts and areas of responsibility have been set to implement the New York campaign for the Motion Picture Division's 1960 Brotherhood Week Drive, it was announced by Salah M. Hassanein, vice-president of Skouras Theatres and United Artists Circuit, Inc., who is chairman of the metropolitan New York area Brotherhood campaign.

The assignments and special field of activities are as follows: Lou Allendorf, independent theatres in New York; Richard Brandt, foreign film and independent distributors; John Coleman, trade unions; Ned Depinet, special assignments; Bud Ederle, New York film exchanges; Fred Goldberg, publicity; Ira Meinhardt, film deliveries, theatre supplies, services and premiums.

From All Areas

Also, Ira Michaels, foreign picture reviews; Larry Morris, Broadway theatres; Sidney Newman coordination; Clem Perry, art theatres; Norman Robbins, campaign tools; George Schlaifer, advertising agencies; Burt Joane, publicity; Charles Smakwitz, northern New Jersey and Stanley Varner home office, and Mort Sunshine, trade publications.

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ATONJ Hears

(Continued from page 1)

quired, it was reported following yesterday's meeting, and pending its presentation ATONJ said it could make no comment on Rome's report, which required about an hour to present. Sidney Stern, ATONJ president, said further consideration will be given the subject at the next meeting in March.

Stern said no date for the meeting has been set yet but it is expected it will be held prior to the meeting of the national Allied board of directors. Although notices of the latter meeting have not been sent out yet, it is expected that it will be held about March 25-28 in Chicago.

Situation Long a Problem

On completion of his report, Rome is expected to advise ATONJ on whether or not circumstances call for legal action. Late availabilities after New York City have long plagued north Jersey exhibitors and the problem has been weighed and discussed many times in the past. Thus far, no solutions acceptable to both exhibitors and distributors have been advanced.

Film, Equipment Exports In Small Drop for 1959

From THE DAILY Bureau

WASHINGTON, Feb. 16.—U.S. exports of motion picture film and equipment in 1959 were slightly lower than 1958 exports, according to Nathan D. Golden, director of the Commerce Department's Scientific, Motion Picture and Photographic Products Division. Last year's exports were valued at \$43,159,642 compared with those of the year before at \$43,411,016.

Golden's compilation, based on preliminary figures of Bureau of the Census, shows that while there was a "notable" drop in exports of motion picture equipment, this was offset by much larger exports of 8mm and 16mm unexposed motion picture film (rawstock). Exports of 8mm and 16mm motion picture projectors also increased.

Rawstock Up Sharply

Rawstock exports in 1959 amounted to 696,475,281 linear feet valued at \$17,677,101—more than 108,000,000 feet higher than 1958 exports which were valued at \$16,330,845. The increase is accounted for by much higher exports of 8mm and 16mm films.

Exports of exposed motion picture feature films both 35mm and 16mm in 1959 totaled 282,328,140 linear feet and were valued at \$10,855,994. Comparable 1958 exports were 321,856,505 linear feet valued at \$11,592,907.

Total exports of all types of motion picture equipment, including cameras, projection and sound equipment, and studio equipment, during 1959, amounted to \$14,626,547—about 5 per cent below 1958 exports valued at \$15,487,264. Last year's exports of 8mm motion picture cameras were smaller than the record shipments of 1958, but exports of 8mm projectors increased.

REVIEW:

Kidnapped

Walt Disney—Buena Vista

ROBERT LOUIS STEVENSON's adventure-classic, "Kidnapped," will delight the youngsters in this colorful screen version, which was written and directed by Robert Stevenson, who has ably manned a fine cast against striking location backgrounds in Scotland.

James MacArthur as the 17-year-old lad deprived of his dead father's estate in 18th Century Scotland by his villainous uncle, John Laurie, shows further evidence of his increasing stature as an actor. He plays his role with vigor and sensitivity, and is bound to win even more friends among the young fry who are sure to thrill to his many adventures. Peter Finch also scores as the swashbuckling Jacobite rebel against England's King George II. Finch allies himself with MacArthur as both escape from the clutches of Bernard Lee who portrays the rascally brig captain hired by Laurie to kidnap his nephew and sell him as a slave in the Carolinas. The high spot of action is the exciting and successful battle waged by Finch and MacArthur against Lee and his crew aboard the ship.

Washed ashore in Scotland, after the ship is wrecked in a storm at sea, Finch and MacArthur are involved in a further series of adventures as they are pursued by the King's Redcoats through the Highlands. They succeed in escaping the King's men, as Finch accompanies MacArthur back to the Lowlands where Finch tricks the uncle into admitting his wrongdoing. The land reverts to MacArthur who is established as the rightful laird of the estate. The pair say farewell, as Finch takes a ship to France.

John Laurie plays the uncle in extremely black cast, so much so as to be regarded as a caricature. Bernard Lee is good as the kidnapper, and Finlay Currie is excellent in a small role as a loyal Jacobite friend of Finch. Peter O'Toole is outstanding in a sequence in which he engages Finch in a duel of the bagpipes.

Photography in Technicolor by Paul Beeson is very good, as is the musical score written by Cedric Thorpe Davie and conducted by Muir Matheson.

Running time, 97 minutes. General classification. Release at Easter.

SIDNEY RECHETNIK

G.P.E. Earnings, Sales Up Sharply in 1959

General Precision Equipment Corp. reported earnings of \$2,967,498 for the year 1959, after deducting federal taxes and dividends on the preferred and preference stocks. In 1958 the company had no earnings on the common stock after payment of preferred and preference dividends.

Sales for 1959 were \$215,588,430, a record high for the company and 28 per cent above sales for 1958. Sales for the fourth quarter of 1959 amounted to \$59,168,125, an increase of 30 per cent over sales for the corresponding quarter of 1958. Earnings for the quarter were \$1,154,572, equivalent to 72 cents per common share, compared with no earnings on the common for the final 1958 quarter.

To Film 'Ambassador'

Plans for filming "Mr. Ambassador" were announced here yesterday by Nathan Silberberg, head of Omar Film Production, a newly organized firm with headquarters in New York. The film will be produced by Nathan Silberberg and Hedda Rosten has been engaged to write the screenplay. Top stars and director will appear in the film and are now being considered by the producer. The film will be shot here and in foreign countries.

Houseman and Minnelli 'Oscar' Show Directors

From THE DAILY Bureau

HOLLYWOOD, Feb. 16. — John Houseman and Vincente Minnelli have been named directors of the 32nd annual "Oscar" presentations April 4, it was announced today by Arthur Freed, producer of the show for the Academy of Motion Picture Arts and Sciences.

The show is to be presented at 7:30 P.M. (PST) in the Hollywood RKO Pantages Theatre and will be carried over the combined radio and television networks of the National Broadcasting Company and the Canadian Broadcasting Company.

Submit Law to Change Depreciable Sales Tax

Special to THE DAILY

WASHINGTON, Feb. 16. — The Treasury has submitted to Congress proposed legislation to change the tax on sales of depreciable business property. At present, money made on such sales is taxed at the capital gains rate. The Treasury would impose the ordinary income rate.

Treasury Secretary Anderson observed that enactment of this proposal would permit the Internal Revenue Service to adopt more flexible views on depreciation.

Cite Decline of U.K. Tax Yield to Gov't.

By WILLIAM PAY

LONDON, Feb. 15 (By Air Mail) — The yield of the entertainments on cinemas has now declined to an extent that its final abolition could not seriously affect the national exchequer. This is stated in a memorandum submitted by the All-Industry Committee and urging abolition of tax in the coming budget.

A delegation that included Sir Philip Davis, managing director of the Film Organisation, and Sir Philip Williams, chairman of Associated British Cinemas, handed the submission to the Economic Secretary this week when it went to the Treasury to put the case for abolition.

Industry's Struggle Cited

The memorandum says that the charge on cinemas alone, enterments tax is "unjust, illogical and discriminatory," and it is levied on an industry which is struggling for survival in the face of severe competition.

During the last four years, some 900 cinemas have closed, representing about 20 per cent of the cinema existence at March, 1955. Of the closures some 350 occurred during 1959—a rapidly worsening situation.

Attendances are also continuing to fall. It is estimated that in the year to May 1, 1960, attendances amount to 600 million against 700 million in the previous year. The yield has been going down, too, from the year to May, 1959, it yielded about £10.6 million. In the current year, ending next May 1, it is estimated that it will yield only £10 million.

Figures Presented

Giving figures to show the declining financial state of the industry, the memorandum says that out of the estimated gross takings of £69 million in the current year, the operating profit will be only £900,000, before allowing for depreciation.

After taking account of ancillary revenue (from the sale of such items as ice cream, chocolates and cigarettes) of £6.9 million and allowing for depreciation of £6.5 million, the net return to the exhibitors of some 3,600 cinemas will amount to an estimated £1.3 million.

The overall operating surplus of the exhibition side of the industry, in fact, is wholly insufficient to cover depreciation of fixed assets and interest on capital, says the memorandum.

More Than Abolition Needed

It is recognized that complete abolition of entertainments tax will guarantee the continued operation of all cinemas still open at present. If it had not been for the tax, however, many of the cinemas which have to close would have been still open today, while those which have survived could have afforded an improved standard of amenity and comfort, and thus be better able to compete against rival forms of entertainment.

All
the News
That
Is News



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OL. 87, NO. 33

NEW YORK, U.S.A., THURSDAY, FEBRUARY 18, 1960

TEN CENTS

Station Heads

Subpoena Nine in Television Trust Trial

Block-Booking Suit Is
Set to Start March 7

Nine executives of television stations around the country are being subpoenaed by the U.S. Government to appear with their records and testify at the anti-trust suit charging block-booking on TV against six film companies. The trial is scheduled to start before Judge Archie O. Dawson here on March 7.

Judge Dawson yesterday granted a request by the Government for the issue of subpoenas to William Grant, (Continued on page 7)

Academy Documentary Nominations Announced

From THE DAILY Bureau

HOLLYWOOD, Feb. 17.—Nominations for the Documentary Awards of the Academy of Motion Picture Arts and Sciences were announced today by B. B. Kahane, president. A special documentary committee headed by Edgar Preston Ames screened entries from production units throughout the world and, by secret ballot, selected: Documentary Features (over 3,000) (Continued on page 2)

Seek to Narrow SE&T Hearing to Two Issues

From THE DAILY Bureau

WASHINGTON, Feb. 17.—An attempt to reach agreement in two areas of the complicated hearings being conducted by the Securities and Exchange Commission into the financial dealings of Skiatron Electronics and Television Corp. was made here today (Continued on page 7)

SENSATIONAL FIRST OPENINGS* "DOG OF FLANDERS" BEATS 20TH'S BIGGEST**

Check these Louisiana theatres:

Paramount, Baton Rouge; Lafayette, Jefferson; Don, Alexandria; Rice, Crowley; Opera House, Morgan City; King, New Roads; Strand, Jennings; Cane, Natchitoches; Princess, Windfield; Essanee, New Iberia; Franks, Abbeyville; Osage, Plaquemine; Delta, Opelousas; Queen, Eunice; Vernon, Leesville!

*Despite First Snowstorm in 50 Years!

**PEYTON PLACE, INN OF THE SIXTH HAPPINESS,
JOURNEY TO THE CENTER OF THE EARTH!

(Advt.)

March 28-29

Crucial Allied Board Meeting Is Called

Future Policies, Internal
Dissension, Myers Status Up

From THE DAILY Bureau

WASHINGTON, Feb. 17. — What could be one of the most important meetings of Allied States' board of directors in many years has been scheduled for March 28-29, at the Blackstone Hotel, Chicago. Calls for the meeting were sent out today by Al Myrick, president, and Abram F. Myers, board chairman.

The meeting will be the first since the stormy session at Miami Beach last December, which went into extra days and was marked by the upset election of Myrick of Lake Park, Ia., by the so-called Allied militant group. The split which developed over Allied future policies and the role in the organization of Myers resulted in the resignation (Continued on page 6)

Preminger Defends Right to Hire Trumbo; Hits American Legion Action

By E. H. KAHN

WASHINGTON, Feb. 17.—A spirited defense of his right openly to hire Dalton Trumbo as a scriptwriter for his next picture, "Exodus," was made here today by producer Otto Preminger at a luncheon attended by six leading senators.

"As an American citizen," Preminger said, "I should not deprive another American citizen of the opportunity to work in his chosen profession unless told to do so by duly constituted legal authority." He added that the (Continued on page 7)

Argentine Film To Be Shown Here

By SAUL OSTROVE

Argentina for the first time will attempt to crack the American general exhibition market in the next eight to ten weeks with "Thunder in the Leaves," reportedly the most profitable film produced in the South American country in the last five years.

Fred Schwartz, president of Valiant Films Corp., distributor of the film (Continued on page 6)

Bar 'Outsiders' from Film Festival Unit

Rejecting occasional past suggestions that "outsiders" be added to the industry committee for selection of U. S. film entries in foreign festivals, the Motion Picture Export Association (Continued on page 6)

Industry-Wide Tribute For Freedman of De Luxe

An industry-wide tribute to Alan E. Freedman, president of De Luxe Laboratories, on the occasion of the anniversary of his 45th year of service to the industry, will be given by more than 500 friends and associates at a dinner-dance, Saturday evening, Feb. (Continued on page 2)

New Religious Series Planned by Fox-TV

Twentieth Century-Fox yesterday announced its production plans for a 39-week series of religious films to be shown on network television, beginning this fall. The commercially- (Continued on page 7)

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PERSONAL MENTION

HENRY H. "Hi" MARTIN, vice-president and general sales manager of Universal Pictures, left here yesterday for Dallas.

NED CLARKE, Buena Vista vice-president and general sales manager, and **E. CARDON WALKER**, Walt Disney Prods. vice-president, have left New York for London and Paris. **JESSE CHINICH**, Buena Vista Western sales manager, has returned to New York from a tour of branch offices. **HERB FLETCHER**, Disney Latin American sales supervisor, has returned to Caracas from New York.

JOSEPH WOHL, president of International Film Distributing, Inc., and **CHARLES H. ROSENBLATT**, vice-president, have returned to New York from Venezuela.

TOM BURKE, chief barker for Variety Club, Tent No. 12, Minneapolis, has left there with Mrs. BURKE for a vacation in California.

GENE GOODMAN, branch manager for United Artists in Atlanta, has returned to his duties following hospitalization.

KENNETH RIVE, managing director of Gala Film Distributors, London, will arrive in New York tomorrow in the course of a world tour.

JOHN STURGES, producer-director, has arrived in Cuernavaca, Mexico, from Hollywood.

CARL REESE, sales manager for Universal in Omaha, has returned there from Kansas City.

MELINDA KOCH, daughter of HOWARD KOCH, producer-director, was married in Las Vegas recently to **BEN STANTON**, New York advertising man.

MONTGOMERY CLIFT and **LEE REMICK**, stars of 20th Century-Fox's forthcoming "Wild River," have arrived in New York following completion of shooting in Cleveland and Tennessee.

'Tyler' Grosses Are Big

Grosses for "Toby Tyler" in its first engagements are running close to "Old Yeller," Buena Vista has reported. In spite of winter storms last weekend "Tyler" racked up a three-day gross in 91 situations of \$541,760. This week it will be released in more than 400 key theatres from coast to coast in addition to a blanket release in six New England states.

For Freedman Two Important TOA

Meetings Set to Start

(Continued from page 1)

27, in the Grand Ballroom of the Park-Sheraton Hotel here.

The honorary committee for the testimonial is headed by Spyros P. Skouras, president of 20th Century-Fox; Herman Robbins, president of National Screen Service; Robert S.



Alan Freedman

Benjamin, board chairman of United Artists; Steve Brody, president of Allied Artists; Richard Walsh, president of IATSE; William J. German, president of W. J. German Inc., and others.

De Luxe Laboratories, under the direction of Freedman, has grown from a small, under-staffed operation in Fort Lee, N. J., 44 years ago, to a large modernly equipped film processing plant.

Freedman joined what was then called the Fox Laboratories in 1914, becoming head of the division two years later. When the organization moved to New York in 1919, the laboratory had progressed from a primitive "rack and tank" design to become the first in the country to have installed automatic film processing machinery.

The Fox labs were spun off in 1932, becoming a separate corporation though a subsidiary of 20th Century-Fox.

Engaged by Government

Freedman was elected president, and the first revolutionary development under his aegis was the creation of the "32-16mm system." A new method in the production of 2-strand, single-system 16mm films, this innovation was immediately adopted by the U.S. government and De Luxe was assigned, during the second world war to process all training films for the Armed Forces.

De Luxe Laboratories was a major contributor to the development of a new color process in 1950.

The pioneering of stereophonic sound was accomplished in the De Luxe labs and Freedman was responsible for the first installation of a separate department to handle magnetic film and sound recording.

Sochin on 'Great Wall'

Irving Sochin, distribution executive, has been engaged by Continental Distributing, Inc., as special sales representative to handle "Behind the Great Wall" in the AromaRama scent process.

Theatre Owners of America has two important meetings coming up, one just nine days after the other, members are reminded in the current TOA bulletin released here yesterday.

On Monday the board of directors and executive committee will begin its mid-winter combined meeting in Washington, D. C., at the Mayflower Hotel. Albert M. Pickus, president, will make a formal report to the TOA governing bodies on Monday, and sessions will continue through Tuesday and also Wednesday, if necessary. On Tuesday evening, the TOA groups will play host to Congressmen and Senators at a reception at the Mayflower.

While in Washington the theatremen will see their legislators on minimum wage bills, cable-toll-TV, and other legislative matters.

On March 2 the TOA exhibitor-producer-liaison committee will head for Hollywood to meet with a similar committee from the Screen Producers Guild. TOA hopes the meeting will provide a key to the product shortage problem.

TOA will be represented by S. H. Fabian, president of Stanley Warner; Sidney Markley, vice-president of American Broadcasting - Paramount Theatres; M. Spencer Leve, president of Fox West Coast Theatres; George G. Kerasotes, president of Kerasotes Theatres; Roy Cooper, president of West Side - Valley Theatres; and Pickus.

8 H.O. Representatives On Brotherhood Drive

Eight home office representatives have been appointed to coordinate the New York drive for the 1960 Brotherhood Week campaign for the various major film companies, it was announced by Salah M. Hassanein, vice-president of Skouras Theatres and United Artists Circuit, Inc., who is chairman of the metropolitan New York area Brotherhood campaign.

The special representatives are Frank Carroll, 20th Century-Fox; Nat Furst, Allied Artists; Bernard Goodman, Warners; John Hughes, United Artists; Arthur Israel, Paramount; Hank Kaufman, Columbia, and Frank McCarthy and John O'Connor, Universal.

Campaign promotions and materials for the New York Brotherhood drive will be blueprinted at a luncheon tomorrow at 12:30 P.M. in the East Ballroom of the Hotel Astor.

'Wake Me' for Easter

"Wake Me When Its Over," produced and directed by Mervyn LeRoy for 20th Century-Fox, will be released for Easter, it was announced by Alex Harrison, general sales manager.

Documentaries

(Continued from page 1)

feet): "The Race for Space," Wolf Inc., David L. Wolper, producer; "Serengeti Shall Not Die," Okla. Films production, Transocean-Film.

Documentary short subjects (up to 3,000 feet): "Donald in Mathmagic Land," Walt Disney Productions, Buena Vista Film Distribution Inc., Walt Disney, producer; "From Generation to Generation," Cullen Associates, Maternity Center Association, Edward F. Cullen, producer; "Glimpses of the Netherlands Government," George Arthur-Go Pictures, Bert Haanstra, producer.

No Newsreels Nominated

Whereas the Academy opened documentary short subjects category to documentary newsreels for the time this year, none of the newsreels entered was nominated for an award. Hearst Metrotone News entered subjects in this category and Movietone attempted to enter but was refused on technical grounds.

The documentary awards committee is composed of experts in the documentary film field, selected and appointed by the Academy president. Final screening of the nominated features and short subjects will be held Feb. 24 at the Academy Theatre.

'Oscar' (nominations) Day Scheduled Monday

Next Monday at 6 P.M. here will be zero hour for O.N. ("Oscar" nominations) Day around the country. The publicity coordinating group of the Motion Picture Association of America announced yesterday.

At that time all national radio, television and press media will have been informed of the Academy Awards nominations and will relay that information to the public. Mayor Wagner already has proclaimed next Monday Academy Awards Day here.

Marvin Levy, Metro-Goldwyn-Mayer trade press contact, reported a meeting yesterday that the Motion Picture Group servicing key newspapers will carry a special illustrated feature story on the manufacture of the "Oscar" statuettes. Hal McWilliams, promotion and publicity coordinator for the 1960 Academy Awards telecast, said that 60 special color shots for "Oscar" tabloid weekend special section covers have been delivered to newspapers throughout North America.

Jack Brodsky of Twentieth Century-Fox has planted a special feature story on the awards program with Ken Cameron of the *Daily News*. It was further announced that all competing house organs will carry a message regarding the Academy telecast for four weeks preceding April 4.

Public Earnings for 1959 Total \$484,882

Special to THE DAILY

STUDIO CITY, Calif., Feb. 18.—Public Pictures Corp. earned \$484,882 for fiscal year ended Oct. 31, 1959, a write off of \$1,123,216 and \$1,000 in federal income taxes and \$1,000 in preferred stock dividends, or M. Carter, president, announced today. The figure was presented in a story in MOTION PICTURE DAILY on Feb. 16.

Net income per share after all deductions totaled 24 cents on 2,004,000 common shares outstanding. In 1958, because of a \$1,229,700 advance net received during that year in telecasting of post-1948 motion pictures, net earnings totaled \$1,482,000 or 54 cents a share.

Points to Reduced Costs

Carter said that controls initiated when he entered the company on Feb. 29, 1959, reduced management expenses from \$700,000 annually to about \$300,000 a year at present. He estimated that these savings, added to the improvements of Republic's 10 divisions and subsidiaries in film processing, distribution, studio rentals, plastics manufacturing, should enable the company to show net income of approximately \$1 a share in fiscal 1960.

The 1959 write offs represented all uncovered advances to other producers, guaranteed bank loans made to producers and unused stories. These reductions enabled the company to enter the current fiscal year with a clean slate, Carter said. Gross revenues for 1959 declined to \$28,250,273 from \$33,468,482 in 1958 because of the public's withdrawal from theatrical motion picture production.

A 1960 Program Is Outlined at Detroit

Special to THE DAILY

DETROIT, Feb. 17.—Launched by the outstanding success of Stanley Warner's "On the Beach" and Edward Wall's "Solomon and Sheba," United Artists is marketing a 1960 product program valued at \$125,000,000 with the biggest slate of blockbuster attractions in company history, it was reported here today at a sales conference led by James R. Velde, UA vice-president in charge of domestic sales, and Milton E. Cohen, Eastern Canadian division manager.

Under the new program, UA is putting into distribution in 1960 a minimum of 36 to 42 features, including double "A" attractions to be released at an average rate of two per month. Similar sales meetings have been held in Los Angeles, Boston and Montreal over the past two weeks.

The Detroit conferences also approved regional plans for UA's current sales drive honoring board chairman Robert S. Benjamin. Velde and David Picker, executive assistant to Benjamin, and vice-president Max E. Youngin and executive vice-president of UA Records, are co-captains of the 23-week "Bob Benjamin Drive."

'Motion Picture Herald' Praised by TOA for Its Newspaper Merchandising Service

"Motion Picture Herald" is to be congratulated on its new service of providing advance promotional material suitable for newspapers in mat form, Theatre Owners of America states in its current bulletin.

Calling it "another exhibitor aid," TOA says: "Starting in its late January issue the 'Herald' provided 10 pages of advance material on Mervyn LeRoy's new comedy, 'Wake Me When It's Over,' which is slated for May release. The material—pictures and stories—is available in mat form, for local newspaper planting.

"Usually exhibitors have difficulty securing material suitable for newspapers so far in advance on even major attractions. While the 'Herald' service is necessarily limited, it gives the exhibitor—at no cost other than the postage on the letter or card to ask for the mats—a set of unusual mats for pre-selling. The 'Herald' is to be congratulated on the new service, and it is hoped exhibitors will take advantage of it."

Clarify Provisions of Agency Placement Bill

Special to THE DAILY

ALBANY, N.Y., Feb. 17.—A bill by Sen. Jacob H. Gilbert, Bronx Democrat, fixing a new fees ceiling for placement by a theatrical employment agency and changing the definitions of such an agency and of "engagement," describes the former to mean "any person (as defined in sub-division six) who procures or attempts to procure employment or engagements for circus, vaudeville, variety field, legitimate theatre, motion pictures, radio, television, phonograph recordings, transcriptions, opera, concert, ballet, modeling or other entertainments, exhibitions or performances."

Management Not Included

This "does not include the business of managing such entertainments, exhibitions or performances, or the artists or attractions constituting the same, where such business only involves seeking of employment therefor."

The measure, briefer than that Gilbert introduced last year, and designed to meet the objection which caused a governor's veto, sets the gross fee, for a single engagement "at 10 per cent of the compensation payable to applicant, except that for employment or engagements for orchestras and in the opera and concert fields." Fees for the latter three "shall not exceed 20 per cent of the compensation."

The present fee is five per cent of wages or salary received each week, through the first 10 weeks of that engagement only, payable at the end of the week.

Would Take Effect July 1

The legislation, amending the General Business Law, would take effect July 1.

Disapproving the 1959 version, Governor Rockefeller said it "creates grave concern," because the ceiling of an allowable fee was eliminated.

The Governor held the "concept of statutory ceilings" should be preserved, although the fee presently allowed had not reflected "for many years" actual amounts being paid to theatrical employment agencies "pursuant to open agreements with the unions of performing artists."

'400 Blows' Opens in Chicago without Cuts

Special to THE DAILY

CHICAGO, Feb. 17.—"The 400 Blows," French film which won a Cannes Festival award, opened at the Capri Theatre here today, a week later than originally scheduled, following a hassle with the local censor who had demanded three cuts in the picture.

The film is being shown here without any deletions. Objections of the censor board, headed by Police Sgt. Vincent Nolan, were overruled by John C. Melaniphy, corporation counsel for Mayor Daley.

Questioned about the objections of the censors to the film, Sgt. Nolan admitted that only two members of the six-woman board had seen it in its entirety. He himself only viewed the three scenes deemed objectionable—one showing the young hero's backside as he slips into bed after being bathed; a line of dialogue in which a psychiatrist asks the boy if he ever had any sexual relations; and an embrace between a man and woman who are married.

Daniel Frankel president of Zenith International Films, distributors of "400 Blows," had threatened to bring an injunction against the city had the censorship ruling been allowed to stand.

Louisiana Exhibitors To Organize on Mar. 3

Special to THE DAILY

NEW ORLEANS, Feb. 17. — Exhibitors throughout the state are being invited to attend a meeting here on March 3 to organize the Louisiana Theatre Owners. Letters inviting attendance at the Blue Room of the Hotel Roosevelt on that date are signed by 16 exhibitors who met on Feb. 9 to make the first plans for the new organization.

Board and officers will be elected at the March 3 meet, which will be hosted by 20th Century-Fox. By-laws are also to be adopted and nominal dues voted. A governing board will be elected with two members from each Congressional district.

The new group may affiliate with TOA, it is understood.

PEOPLE

George J. Schaefer, industry executive, has been named by Francis Cardinal Spellman, Archbishop of New York, as treasurer of the Special Gifts Division of the Cardinal's Committee of the Laity for the 1960 fund appeal of New York Catholic Charities.

John Branton, vice-president of Minnesota Amusement Co., Minneapolis, is serving on the Hennepin County grand jury there.

Abby Rand, account executive at Joel Wolhandler Public Relations, has been named vice-president of the organization.

James J. Finn, former editor of *International Projectionist*, has established a public relations and publishers' consulting service here at 230 East 51st St. He is also technical editor of Julian Messner, Inc., book publishers.

Harry Perleman has given up his lease on the Ambassador Theatre, Philadelphia, which he had operated as an art film house.

Vernon Hickson, of Murfreesboro, Tenn., is the new owner of the Ritz Theatre, Woodbury, Tenn., having acquired it from Nobel Carver.

Myron Talman, manager of the Iris Theatre, Hollywood, has been shifted by National Theatres to the Fox Wilshire Theatre in Beverly Hills. He will be succeeded at the Iris by Hamel Fields, formerly of the El Rey, Los Angeles, where Dave Hurtz will take over as manager.

Roland Waller, whose family originally operated the Waller Theatre, Laurel, Del., has acquired the house, which was formerly operated by the Schine Circuit, but which has been closed for some time.

Robert Quinn has taken over management of Stanley Warner's Clementon Theatre, Clementon, N. J.

Henry Cohen, formerly manager of the Dixwell Playhouse, Hamden, Conn., a unit of Fishman Theatres, has been engaged by Perakos Theatre Associates as manager of the first-run Beverly Theatre, Bridgeport, Conn., succeeding Robert Quick, who has resigned.

Bernard Brooks has returned to the Stanley Warner Theatres management in Philadelphia, this time as film buyer for the first-run center-city houses.

Is Segal, head of Theatrical Management Association, Philadelphia, has added to his roster the Hatboro Theatre, Hatboro, Pa., and the Grand, East Stroudsburg.

Get on the

Glenn Miller

Survey proves it's Heading for

MOONLIGHT SERENADE

LITTLE BROWN JUG

22

BASIN STREET BLUES

hit songs
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STRING OF PEARLS

CHATTANOOGA CHOO

TUXEDO JUNCTION

IN THE MOOD

PENNSYLVANIA 6-5000



Our market analysis

Universal-International's THE GLENN MILLER S... shows that the re-release can prove profitable for those concerned.

To the advantage of those U. S. exhibitors who will exhibit this motion picture is the indication that currently out of every hundred persons, twelve years of age

Bandwagon!

The story
Behind the Man
Behind the Music
That Will Live
Forever!



NEW Boxoffice Grosses!



THE SWEETEST STORY EVER TOLD

**JAMES STEWART
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"THE GLENN MILLER STORY"

COLOR BY *TECHNICOLOR*

with CHARLES DRAKE • GEORGE TOBIAS • HENRY MORGAN

AND THESE MUSICAL GREATS AS GUEST STARS!

FRANCES LANGFORD • LOUIS ARMSTRONG • GENE KRUPA
BEN POLLACK • THE MODERNAIRES

Directed by ANTHONY MANN • Written by VALENTINE DAVIES and OSCAR BRODNEY

Produced by AARON ROSENBERG



**NEW CAMPAIGN!
NEW ACCESSORIES!**

der, have heard of it. Of equal importance is the
dication that 60 million persons express an interest
seeing "THE GLENN MILLER STORY." More realisti-
cally, 21,491,000 persons can be expected to attend
the attraction is generally available for attendance
throughout the U.S. Furthermore, it has a very high
appeal in the important 18-24 age group.

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Allied Board

(Continued from page 1)

tions of Western Pennsylvania and New England Allied units, and the threatened resignations of several others, which might yet take place.

Myrick accepted the Western Pennsylvania resignation immediately, but has not acted on the New England unit's resignation yet. Some Allied directors contend that Myrick lacked authority to accept the resignation; that such action can be taken only by the board. Should that contention prove correct, Western Pennsylvania's resignation will not be effective until the board acts on it at the Chicago meeting. Hence, Western Pennsylvania as well as New England Allied would be entitled to send authorized representatives to the March meeting.

Presumably, however, if such action on their resignations was made a first order of business and they were accepted by the board, neither unit would be entitled to vote on business coming before the board thereafter.

Requested by Jersey Group

New Jersey Allied, one of the units aligned on the side of the "moderates," urged the calling of a special meeting of the Allied board no later than Feb. 6 to deal with the internal differences and endeavor to heal the breach that had caused the two resignations, as well as to try to prevent other threatened resignations. However, it was reported that the concurrence of at least five units is required to hold a special board meeting and, presumably, the minimum approval could not be obtained, since a special meeting was not scheduled.

Looming importantly among the causes of dissension within the national board is the future status in the organization of Myers. He has declared his intention to resign on several occasions, once having set the time for this spring. However, shortly after it was announced that he had reconsidered and would continue.

It is widely expected that some information as to his future status and perhaps his resignation plans will be disclosed to the Chicago board meeting next month. However, the agenda for the meeting has not been set yet, and notice of its calling invited suggestions, to be sent to Myers not later than March 16. Arrangements for the meeting were made by Jack Kirsch, president of Illinois Allied. The notices said that "Every local or regional association regularly affiliated with national Allied should be represented at said meeting by a duly authorized representative."



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REVIEW:

Circus Stars

Central Documentary—Paramount

THE RUSSIANS prove themselves capable in "Circus Stars" of producing a documentary film that is as appealing to Westerners as to themselves. The picture, third to be shown here as part of the State Department's reciprocal exchange series with the Soviet Union, was filmed during a performance beneath the Big Top at Leningrad. The best Russian circus artists, along with amusing and expertly-trained animals, are exploited at their best in this colorful and photographically imaginative film which is aided by rousing band music.

An English-speaking narrator introduces each act and traces its origins in Soviet circus history. The audience also is given a glimpse of the backstage preparation. Bread-and-butter acts—aerialists, trick horse riders, trampoline acrobats, animal romps—are carefully represented. American audiences will be struck by the similarity of entertainment which delights customers on both sides of the Iron Curtain.

Of special interest is Oleg Popov, a renowned Russian clown whose act earned a gold medal at the International Circus Festival in Warsaw. His artistic development over the years has brought him today to perform with a Chaplinesque fancy. Popov disarms, fetches laughs, giggles, smiles and sighs with merely an ingenious shrug of his shoulders, long pout or a quick flight of his eyes. Vladimir Durov's "Railway" features a miniature train boarded by a variety of small animals. Durov's problem is to squeeze the animals, ranging from porcupines to poodles, into the tiny cars, in this Noah's Ark of the rails.

Children, especially, will be alarmed by Margarita Nazarova's act. She does everything but stick her head into the mouth of her circus tiger, really a playful cat at that. The aerial acts are excellent, and their color is ripened further by the cameras, which scan the act from below, creating a happy, dizzing whirl for the theatre spectator. Then, of course, there are the sombre bears. They are last seen riding passively in a convertible car as the circus leaves town.

"Circus Stars" was produced in 1957 at the Central Documentary Film Studio in Moscow. L. Kristy directed from a script prepared by himself and V. Komissarzhevsky.

Running time, 61 minutes. General classification. Release, in February.
SAUL OSTROVE

Winter Carnival Set As 'Snow' Promotion

With four television shows and three radio shows covering the event, Grossinger's will hold a "Snow Queen Contest" on the Feb. 28 weekend tied in with the launching of the national promotional campaign on Universal-International's "The Snow Queen." The film is a full-length animated feature in color based on the Hans Christian Andersen classic.

In addition to the TV and radio national coverage of the series of events planned for the weekend, columnists, syndicate writers, magazine representatives and press representatives are expected to participate to provide an extensive promotional umbrella for "The Snow Queen," which is scheduled for Easter release. Newsreel will also cover the events which will start with a fashion show on Friday.

Kreisler Returns Here

B. B. Kreisler, president of International Film Associates Corp., returned here from London after conferring with the executive film buying heads of the British Broadcasting Corporation, Granada TV Network Ltd., and Associated British Corporation Television Ltd. Kreisler negotiated a

Argentine Film

(Continued from page 1)

here, told the trade press yesterday that his company is looking beyond the picture's first art house runs because of the nature of the story and the prominence which he said would be won by the feminine star, Isa Sarli. In her own country she has been physically and emotionally exploited by critics to Brigitte Bardot, Sophia Loren and Gina Lollobrigida.

Hector Pricolo, general manager of Araucania Films, which produced the picture, said through an interpreter that the Argentine will provide thorough support in this country. "Thunder in the Leaves," Miss Sarli's recent Miss Argentina, will travel to the United States to help support the film.

Pricolo described the picture, which runs about 100 minutes, as an exotic action story. "Filmed in the jungles of Paraguay, it depicts the rowdy lot of migratory plantation workers from Brazil who are exploited during their daily grinds on a South American island.

Awaits N.Y. Approval

"Thunder in the Leaves" was admitted into this country intact, Schwab said. The film has not yet been submitted for New York State approval.

Pricolo nominally represented yesterday about one-fifth of the entire Argentine film industry, because his company produces seven or eight of the 35 to 40 films produced in Argentina each year.

The establishment of a single distribution channel for Argentine pictures is the most pressing concern of the industry in his country, Pricolo said. The Argentine government, he added, is putting up \$1,000,000 for this purpose.

The government presently contemplates up to about 80 per cent of a film's production costs, and the producer as little as 20 per cent. Average cost of a black-and-white film in Argentina is \$80,000, but may rise or fall sharply along with the exchange rate of the country's peso.

Country Has 2,000 Theatres

To make a picture, independent producers may rent space in one of the three privately owned studios in Argentina. There are seven or eight full-time producers in the Argentine according to Pricolo, and 2,000 theatres. The government awards prizes each year for the top 15 artistic films.

Pricolo said Argentina would welcome co-productions with American film companies which, because of substantially lower costs, should be interested in such deals.

Hoff to Be ACE Spokesman

BUFFALO, Feb. 17.—Robert Hoff, president of Ballantyne Equipment Co., Omaha, and a representative of Motion Picture Investors, Inc., will address a Buffalo-area meeting of the American Congress of Exhibitors to be held Feb. 29 at the Buffalo Variety Club.

Bar 'Outsiders'

(Continued from page 1)

sociation board this week voted unanimously authorization to the Motion Picture Association of America selection committee to continue to review all the nominations and from them to select the official U. S. entries for all future international film festivals.

MPEA also approved industry participation in the Cannes Film Festival, May 4-20, and invited companies to submit their nominations to the selection committee for screening as soon as possible.

The board appointed a committee to establish a formula for the division of \$400,000 of International Monetary Guaranty funds for Turkey among participating companies. On the committee are Max Greenberg, Warners; Ron Carroll, M-G-M, and Andy Albeck, United Artists.

The board also agreed that the contested 10 per cent admissions tax imposed by the Brazilian government is an exhibition tax and, therefore, not deductible from film rentals.

The board also agreed that the contract with the BBC for the television showing of five independently produced Hollywood westerns to be selected from the 15 offered.

World Premiere for 'Snow Queen'

h Sandra Dee, in the role of as, aided by Tommy Kirk and McCormack, Universal-Internas feature-length cartoon, "The Queen," will be accorded a aids world premiere at the Fox ire Theatre next Monday morn-Washington's Birthday and a holiday.

eritable "who's who" among the en of Hollywood notables will l the daylight premiere, many m accompanied by their famous ts. In addition, the entire Holly-press corps have been invited end the affair with their young-

Bill Would Raise Retail-Resale Maximum

Special to THE DAILY

BANY, N. Y., Feb. 17.—Sen. Jo-F. Periconi, Bronx Republican, Assemblyman Alfred A. Lama, dyn Democrat, have introduced a amending the general business o increase from \$1.25 to \$1.65 o maximum premium that may be ed in the state on resale of thea-ckets.

Penalty Nine

(Continued from page 1)

ment of KOA-TV, Denver; Hey-Siddons, film buyer and program or for KOA-TV; George Storer, r Broadcasting Co., Miami Beach; Wilson, KIXL-TV, Dallas; h Hartenbower, KCMO-TV, Kan-ity; George Eby, United Tele-a, Inc., Pittsburgh; Robert C. son, WTCN-TV, Minneapolis; J. ard Owens, Dallas; and Otto dt, general manager of KING-TV, le.

Action Instituted in 1957

e suit, which was brought in rpring of 1957, charges that the anies violated the anti-trust laws e sale of television films to TV ns. Defendants are Loew's, Inc., d C Super Corp., Screen Gems, ated Artists, United Artists and onal Telefilm Associates.

'Jovanka' Big in L.A.

rol Reed's "Our Man in Ha-" which has been setting box records in its dual premiere at Forum and Trans-Lux 52nd Street atres here, opened to big business os Angeles, it is reported. The mbia Pictures release grossed a ty \$17,023 in its first three days e Fox Wilshire Theatre.

Check in New UAA Post

a D. Beck has been named super- for Latin America of United ts Associated, Inc. and United ts Television, Inc. He reports to man Katz, director of foreign op-ions, with whom he will shortly rt for an extensive tour of Latin erican markets.

Preminger Defends Policy

(Continued from page 1)

American Legion does not represent all veterans or the public, and the organization certainly does not have any right to presume to say who shall be hired. He said no picture he made would ever be tainted by Communist propaganda.

Preminger also told the senators about his plans to film "Advise and Consent," based on the best-selling book by Allen Drury, in Washington next year. He estimated cost of the film at \$3,000,000 but said this could vary with casting.

Asked to comment on Geoffrey Shurlock's statement to the Granahan (D., Pa.) subcommittee that some of the touchier aspects of Drury's book "will come out" before it reaches the screen, Preminger asserted that "as an independent producer" he has the right "to behave according to the laws and not according to the Code Administration."

Praises Shurlock

Asserting that he is a good friend of Shurlock and that he has great respect for him, Preminger commented that Shurlock has learned that he "is not going to accede to every demand." He said, however, that he certainly expects to stay within the bounds of good taste, but that he was not going to abandon for his films the exercise of free speech. He carefully pointed out, though, that he did not equate freedom of speech and press with "license."

Preminger also noted that he thinks many movie advertisements are "real-

ly in very bad taste." He asserted that he puts far greater restrictions on advertising his pictures than the Code demands, and states that he believes that all movies should be honestly advertised.

He noted, too, that though self-censorship "doesn't work out too well" and should be better, it is preferable to government intervention. He suggested that movie advertising, for example, might well indicate that certain pictures are not for children, and said that he has done this for certain of his pictures.

Admits 'A Sex Problem'

Preminger conceded that "there is a sex problem" in "Advise and Consent." He said, however, that he thinks he could handle it "in good taste" in a film just as Drury handled it without offense in the book. He said that he has in the past distributed two "tremendously successful" films without the code seal ("Man with the Golden Arm" and "The Moon Is Blue") and indicated that this was not beyond the realm of possibility for "Advise and Consent." He noted, too, that his contract with Drury requires that he be faithful to the spirit of the novel.

Senators present at the luncheon were: Majority Leader Lyndon Johnson (D., Tex.), Minority Leader Everett Dirksen (R., Ill.), Majority Whip Mike Mansfield (D., Mont.), Minority Whip Thomas Kuchel (R., Calif.), Chairman Richard Russell (D., Ga.) of the Armed Services Committee, and Sen. George Aiken (R., Vt.).

Deny Senate Move to Bolster 'Waldorf' Edict

From THE DAILY Bureau

WASHINGTON, Feb. 17.—A recent report asserting that two Senators are seeking to have the Senate Internal Security Subcommittee hold hearings in Hollywood with the objective of reinforcing the so-called Waldorf Declaration have been flatly denied here.

Sen. Kenneth Keating (R., N.Y.) when informed of this allegation stated that this was the first he had ever heard about it.

Sen. Thomas Dodd (D., Conn.) said that he knew absolutely nothing at all about it.

Murray Forms Company

Actor Don Murray has announced formation of his own producing company, Murray-Wood Productions. His executive producer-partner will be Walter Wood, with whom he recently returned from Europe where several properties for filming were acquired. Details of the first picture are to be announced next week.

New Para. Film Title

"Five Branded Women" is the final title for Dino DeLaurentiis' World War II drama for Paramount filmed under the title of "Jovanka and the Others."

New Religious Series

(Continued from page 1)

sponsored series will be created, developed and written in part by Eugene Vale, screen and television writer whose novel "The Thirteenth Apostle," has been a best-seller for the last six months.

Vale said at a trade press luncheon that the pilot film will be started shortly after the screen writers strike ends in Hollywood. He added that the programs would be telecast on prime evening time. Neither a sponsor nor a network has been chosen yet.

The series will be non-denominational and therefore should appeal to viewers of all faiths, according to Vale. The stories will be modern in dress and concept, and continually will revolve around the family of a man of about 40, in a big city. Each week spiritual questions confronting the family will be answered, the writer said.

Tamarin on 'Othello'

Alfred H. Tamarin Associates has been retained by Universal Pictures to handle the publicity campaign on "Othello," the Soviet-made English-dialogue film production of the Shakespearean drama. The film is being distributed by Universal here as part of the USA-USSR cultural exchange.

Iowa Theatre Receives

\$34,000 SBA Loan

From THE DAILY Bureau

WASHINGTON, Feb. 17. — Only one theatre shared in the 250 loans worth \$11,866,000 made by the Small Business Administration in January.

Triangle Drive-In Theatre, Rockwell City, Iowa, had a loan of \$34,000 approved. The theatre employs five people. A commercial bank participated in the loan.

SE&T Hearing

(Continued from page 1)

by S.E.C. attorneys and counsel for SE&T, Skiatron of America, its president, Matthew Fox, and Arthur Levey. At the close of the afternoon session, the lawyers were huddling over two stipulations: (1) on the disposition of Fox's 195,000 shares of Skiatron stock; and (2) the needs, present position and prospects of both companies.

Francis J. Purcell, attorney for Fox, felt that no difficulty would arise about the first stipulation, which is already virtually worked out.

The second stipulation, however, will be extremely difficult since it will have to have information on the assets of the companies' position, and the future. It is commonly felt that several years ago when the company was planning to use over-the-air transmission, costs were lower. The decision to use cables brought much more financial strain.

Whether any agreement on "prospects" of the company can be reached is questionable. If such facts can be stipulated, then S.E.C. proceedings will be vastly speeded up, the 12,000 public stockholders will be informed of the companies' position, and the stop order will be lifted fairly soon.

Arthur Levey told hearing examiner Hislop of his first meeting with Fox in April, 1954. Philip Reisman, a mutual friend, had told Levey that Fox was adept at managing multi-million-dollar deals. At the time, Levey said, he was aware that West Coast producers were generally friendly toward pay-TV, but that the sales offices and exhibitors centered mostly in New York were opposed. Levey hoped that Fox could reconcile differences.

Into the record of the hearings went the amount of money Levey lent to Fox and what had been repaid and what had not. At the present time, Fox owes Levey \$152,950 in cash. Repaid loans amounted to another \$17,500. In addition, between June, 1957, and September, 1958, Levey turned over to Fox 206,000 Skiatron shares.

The hearing will continue tomorrow.

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THE WASHINGTON DAILY NEWS, WEDNESDAY, FEBRUARY 10, 1960

"Who Was That Lady" Top Comedy on Way Tony Curtis, Dean Martin to Star in New Keith Film



By JAMES O'NEILL JR.

Seems like only yesterday, which it was, I was saying how great the movie business is looking, and now I got to hit this one just a little harder.

Saw a picture last night which may make people forget just how funny "Some Like It Hot" was. I haven't laughed so hard since Truman whopped Dewey and made the prognosticators eat crow for his entire term.

The stars are Tony Curtis, Dean Martin and Janet Leigh, and some of the most handsomely constructed maidens in Hollywood.

It is slated to open at Keith's Feb. 17. The line ought to start forming now.



TONY DEAN JANET
CURTIS · MARTIN · LEIGH

Who was that Lady?

co-starring JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by NORMAN KRASNA

Based upon his play, "Who Was That Lady I Saw You With"
as produced for the New York stage by LELAND HAYWARD

Directed by GEORGE SIDNEY

AN ANSARK - GEORGE SIDNEY PRODUCTION · A COLUMBIA PICTURES RELEASE

All
the News
That
is News
QP

MOTION PICTURE DAILY

Concise
and
to the
Point
QP

87, NO. 34

NEW YORK, U.S.A., FRIDAY, FEBRUARY 19, 1960

TEN CENTS

2/3 in Favor of Membership SAG Votes Strike Assent

and Can Call Walkout if Contract Is Signed

From THE DAILY Bureau
HOLLYWOOD, Feb. 18. — By a vote of better than 83 per cent, membership of the Screen Actors Guild has voted authorization to the board of directors to call a strike in theatrical motion pictures if the guild board deems it necessary to obtain a fair and equitable collective bargaining contract. Results of the secret mail referendum were announced today by John (Continued on page 3)

'Angry Man' Ad for Brotherhood

Two motion pictures—"The Diary of Anne Frank" and "The Last Angry Man"—yesterday were cited "for outstanding contributions to the cause of brotherhood" by the National Conference of Christians and Jews at the New York Brotherhood Week luncheon held at the Hotel Astor here. Twenty-five representatives from all branches of the media of mass communications received awards, according to Taylor Mills, director of publications for the Motion Picture Association. Mills has served since 1954 as chairman of the NCCJ selection committee. (Continued on page 2)

Allied's E.D.C. Protests New Policy

From THE DAILY Bureau
WASHINGTON, Feb. 18.—Allied's defense committee, of which Henry Trueman T. Rembusch, of Indianapolis, Ind., is chairman, has expressed its "alarm" over 20th Century-Fox's sales plan for "Journey to (Continued on page 4)

Report Part of Problem Solved for Film Stars in Withholding Taxes

From THE DAILY Bureau

WASHINGTON, Feb. 18.—Internal Revenue Commissioner Dana Latham has outlined for the House Appropriations Committee its plans for dealing with highly paid performers who sometimes do not wind up with enough money left over to meet their taxes.

\$45,000,000 Is Seen for 'Can-Can'

By SAUL OSTROVE

A worldwide gross of \$45,000,000 for 20th Century-Fox's "Can-Can" was predicted here yesterday by George P. Skouras, president of United Artists Theatre Circuit, Inc., and Magna Theatre Corp.

If attained, Skouras' prediction for the "Can-Can" gross would be more than twice the gross recorded to date by "South Pacific," which globally has reached \$18,400,000 and is now in worldwide playoff dates.

Skouras has booked "Can-Can" into the Rivoli Theatre here for its premiere March 9. Pre-opening ticket (Continued on page 3)

87th SMPTE Meet Will Study New Techniques

The 87th convention of the Society of Motion Picture and Television Engineers, scheduled to take place May 1-7 at the Ambassador Hotel in Los Angeles, will survey the extraordinary new principles presently being introduced. (Continued on page 3)

REVIEW:

Babette Goes to War

Levy—Columbia—CinemaScope

THE IDEA OF Brigitte Bardot playing a Mata Hari type spy working for the Free French in Paris during World War II and outwitting Gestapo agents left and right is a funny proposition with which to start a film. To the credit of everyone concerned with making "Babette Goes to War" the outrageous notion turns out to be every bit as hilarious as it sounds.

This is the picture that Columbia is promoting as the first Bardot film "for the entire family." The claim is thoroughly justifiable—and not merely because France's most renowned purveyor of sex is discreetly clothed throughout. Bardot entirely apart, this picture is a most witty spoof of (Continued on page 4)

Advise Congress Mitchell Asks 'Modest' Lifting Of Wage Floor

Would 'Carefully Assess The Impact of Increases'

By E. H. KAHN

WASHINGTON, Feb. 18. — Labor Secretary Mitchell has told Congress that he believes a "modest increase" in the present \$1.00 minimum wage would not adversely affect low-wage industries.

The secretary also called for extension of coverage of the minimum wage law to "several million additional workers" not now covered. In so doing, he said, he was repeating the recommendations that President Eisenhower has made in each of the past seven years. Legislation embodying these administration recommendations has been introduced in (Continued on page 4)

Levey Says He'll Put Pay-TV in Operation

From THE DAILY Bureau

WASHINGTON, Feb. 18.—Skiatron President Arthur Levey today told the Securities and Exchange Commission that his company "has endured 11 years of battling to get a new industry started."

Against opposition of the three networks and especially the objections of theatre owners, he said he was determined. (Continued on page 13)

President Names Unit To Study USIA Field

From THE DAILY Bureau

WASHINGTON, Feb. 18. — President Eisenhower has announced the appointment of a committee to survey and evaluate U.S. Information Agency programs and related policies overseas. It will not concern itself with organizational activities. A similar study was made in 1933. Members of the group, to be called the President's Committee on Information Activities abroad, are: Mansfield D. Sprague, chairman; C. D. Jackson, Philip D. (Continued on page 3)

PERSONAL MENTION

JAMES R. VELDE, United Artists vice-president in charge of domestic sales; **MILTON E. COHEN**, Eastern and Canadian division manager; **DAVID V. PICKER**, executive assistant to UA vice-president **MAX E. YOUNGSTEIN** and executive vice-president of UA Records, and **JULES CHAPMAN**, supervisor of branch operations, have returned to New York from Detroit.

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, has returned to New York from Dallas.

JEFF LIVINGSTON, Universal Pictures coordinator of sales and advertising, was in Providence yesterday from New York.

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will leave here today for a Caribbean cruise.

JULES LAPIDUS, Warner Brothers Eastern division manager, and **RALPH IANNUZZI**, metropolitan division manager, were in Clarksburg from New York.

WILLIAM GOETZ will arrive in New York over the weekend from Hollywood.

ARTHUR PINCUS, director of advertising-publicity for M-G-M International, has returned to New York from the Orient and Australia.

MRS. ALAN V. ISELIN, wife of the president of Tri-City Drive-in Theatres, is recuperating at her home in Albany, N. Y., following an injury.

GREGORY PECK will arrive in New York on Sunday from the Coast. He is enroute to Greece.

ROBERT MOSCOW, general manager of the Rialto Theatre Co., Atlanta, has returned there from New York.

BEN SIEGEL, of Selznick Releasing Organization, will leave New York at

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
YUL BRYNNER • KAY KENDALL
in a STANLEY DONEN Production
"ONCE MORE, WITH FEELING!"
A COLUMBIA PICTURES RELEASE
IN TECHNICOLOR®
and ON THE GREAT STAGE "FAR EAST, FAR WEST"

SBA Okays Local-Unit Loans for Theatres

From THE DAILY Bureau

WASHINGTON, Feb. 18. — The Small Business Administration has changed its rules to permit state and local development companies organized under the Small Business Investment Act of 1958 to make loans for "construction, conversion or expansion of physical recreational or amusement facilities such as bowling alleys and theatres."

Such facilities must be of a permanent nature and "contribute to the general well-being of the public," it is stipulated.

'Petticoat' Gross Is \$72,000 in 1 Day Here

"Operation Petticoat" opened on Wednesday in the 28 RKO circuit theatres in the Greater New York area and 41 other theatres, running up a total of close to \$72,000 to top all previous U-I releases to open in this manner on a Wednesday, U-I said yesterday.

"Petticoat" was almost \$32,000 ahead of the company's "Pillow Talk" which opened on Wednesday, Dec. 23rd in 72 theatres or almost double the business of the latter picture. In rolling up \$33,704 in the 28 RKO theatres, "Operation Petticoat" topped "Pillow Talk" by \$16,500 to register the same ratio of almost twice as much.

the weekend for Charlotte, where he will spend all of next week.

MRS. MARION WARD, of the Modern Theatre Circuit, Cleveland, has left here for California.

CARL FLOYD, owner of Floyd Theatres of central Florida, has returned to his headquarters at Haines City following a long absence due to illness.

RAYFORD KING, son of **CHARLES KING**, veteran film booker in Jacksonville, has been married there to **DANA STIERS**, formerly of the Universal office.

R. M. KENNEDY, owner of theatres in Alabama and Tennessee, has returned to his offices in Birmingham following a visit to Atlanta.

MRS. JOEL LEWIS has given birth in Baltimore to a son, **JAY ALLEN LEWIS**. Father is manager of Schwaber Theatres' Five West and Playhouse there.

PHIL WILLIAMS, syndicate sales manager for UA Television, has left here on a swing around the company sales offices in Dallas, Los Angeles, San Francisco, Toronto, and other cities.

'Herald' Offers Newspaper Service on Columbia Film

The second in its new series of advance newspaper service to promote a forthcoming film is published in the current "Motion Picture Herald," out today. It is a series of feature stories designed for use in newspapers built around promotional aspects of "Babette Goes to War," starring **Brigitte Bardot** in a Raoul Levy production for Columbia release.

Mats of the exploitation material are supplied by the "Herald" to exhibitors free of charge for use in newspapers, shopping papers or other local publications.

Exhibitor response to the new "Herald" service, which was instituted late in January with "Wake Me When It's Over," has been extremely enthusiastic. Typical letters from showmen are printed in this issue on pages 14 and 15.

Group Files with SEC For Production of Play

From THE DAILY Bureau

WASHINGTON, Feb. 18.—Tenderloin Co., a New York limited partnership formed "for the purpose of producing the dramatico-musical play presently entitled 'Tenderloin,'" has filed a registration statement with the Securities and Exchange Commission seeking to raise \$350,000 to defray costs of production. Participation will be offered in \$7,000 units. General partners are **Robert Griffith** and **Harold S. Prince**. They have made contracts with **George Abbott**, **Jerome Weidman**, **Sheldon Harnick** and **Jerry Bock**, who have undertaken to write the book, music and lyrics.

Author of the book from which the play will be taken, the late **Samuel Hopkins Adams**, will get one per cent of the boxoffice receipts. Writers will get, in the aggregate, 4 3/4 per cent and if **Abbott** directs, as anticipated, he will get 2 per cent and 20 per cent of the net profits.

Lavery Heads Coast Unit For Catholic Breakfast

From THE DAILY Bureau

LOS ANGELES, Feb. 18. — At a committee meeting yesterday, **John E. Lavery**, executive of National Theatres and Television, Inc., was elected president of the Hollywood Motion Picture and Television Communion Breakfast Committee.

Other officers elected for the 10th Annual Communion Breakfast to be held in February, 1961, include **Fred Lehne**, Paramount studio, vice-president; **Isabel Keenan**, Columbia Pictures, secretary, and **Rita Denham**, Desilu, treasurer.

'Diary' Cited

(Continued from page 1)

duced by Twentieth Century-Fox cited for depicting "the courage and heroism of a small group of Jews during the Nazi occupation of Amsterdam." "The Last Angry Man," a Columbia Pictures production, was cited "for portraying an old doctor who is more interested in his patients' emotional requirements than in their ability to pay."

ABC Network Honored

The American Broadcasting Company also cited for its documentary production "The Splendid American"; the National Broadcasting Co. for its teleplay "For White Christians Only"; Columbia Broadcasting System for its play "35 Rue du Marche," produced by the Armstrong Circle Theatre for "The Lost Class of '59," produced by **Edward R. Murrow** and **Fred Friendly**.

New York Meet Today On Brotherhood Drive

Plans for implementing the New York drive of the motion picture division's 1960 Brotherhood campaign will be blue-printed in detail at a luncheon conference attended by more than 150 motion picture leaders representing branches of the industry at the Astor today.

Major areas of discussions will include the use and distribution of special Brotherhood kits and motion picture trailers and radio and television promotions; fund-raising to be conducted in theatres and amusement industry offices, and arrangements for special previews with proceeds going to the Brotherhood campaign.

Hassanein in the Chair

The meeting will be conducted by **Salah M. Hassanein**, vice-president of Skouras Theatres and United Artists Circuit, Inc., who is chairman of the metropolitan New York Brotherhood campaign.

Principal speakers will be **William J. Heineman**, United Artists vice-president and national distribution chairman for Brotherhood; **Spyros S. Skouras**, president of Skouras Theatres and Brotherhood national exhibitor chairman, and **Lewis Webster Jones**, president of the National Conference of Catholics and Jews.

Holiday Notice

MOTION PICTURE DAILY will not be published Monday, Feb. 22, Washington's Birthday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Boulevard, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIRele 7- Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies

Industry Problems Assessed by Sokolsky

of the most important made by the film industry in years have been the "smash-various codes of decency," the restoration of "the right of artists to work" in motion pictures. George E. Sokolsky, Hearst papers columnist, wrote yesterday in the *New York Journal-American*

with the heading, "Movie Industry Has Its Problems," Sokolsky in terms of "The Waldorf Depression of 1947," and said he believed former Communists were given a chance to denounce their past ties and thus be reemployed in the industry.

Preminger's productions of "Moon Is Blue" and "The Man with the Golden Arm" "practically" the established codes of decency. Sokolsky charged, after noting Preminger, along with Stanamer, announced he had hired "listed" writers to prepare for forthcoming films.

Scores Legion

(Continued from page 1)

in a statement issued here. The was adopted by the Guild membership at its February meeting.

A statement said, in part: "In pressure and the threat of increased pressure against motion picture producers who wish to employ artists or other personnel solely on basis of competence without regard to political beliefs or affiliations, the legion is invading the legally intended rights of both employers and employees.

The Screen Publicists Guild supporters Stanley Kramer and Preminger in their refusal to surrender their Constitutional rights and rights of their writer-employees in face of an unjustified attack by appointed censors."

er 'Mascot' Contest

More than 100,000 entries have been submitted thus far from all parts of the country in the "Name the Mascot" contest that Columbia Pictures Beech-Nut Gum have arranged to note Dick Clark's first motion picture "Because They're Young," which Columbia will release for Easter.

ee Treaties in Senate olve TV, Radio, Films

From THE DAILY BUREAU

WASHINGTON, Feb. 18. — The Senate plans to debate three treaties on Feb. 23.

The first concerns the relationships of the U. S. and Mexico in standard broadcasting. The second is the North American Regional Broadcast Agreement.

The third is the so-called Florence Amendment, which provides, among other things, for favorable treatment of certain types of imports of films from signatory countries.

Malco Theatres Begins Voluntary System Of Labeling Films by Age-Group Appeal

Special to THE DAILY

MEMPHIS, Tenn., Feb. 18.—Malco Theatres this week began a voluntary system of labeling movies by age-group appeal. "All five of our four-wall houses and five drive-in operations will follow the system," said Richard Lightman, Malco vice-president.

The development is an outgrowth of the Memphis censor board's complaint that recent Supreme Court rulings have virtually killed the effectiveness of any local censorship.

Lightman said in an interview that, starting Wednesday, February 17, newspaper advertisements will contain a symbol that will enable parents to tell at a glance whether they want their children to see a certain film. "Symbols," he explained, "will be: A (adult); MY (mature young people); Y (young people); F (family), and C (children). These are symbols used by the Film Estimate Board of National Organizations.

Actors Guild TOA Heads Gather

(Continued from page 1)

(Continued from page 1)

L. Dales, the guild's national executive secretary.

It was largest vote ever polled by SAG with a total of 7,245 ballots received.

"The guild board is highly gratified with this expression of confidence on the part of the membership," said Dales, and added, "the referendum result demonstrates the solid support the guild board will take with it into the final stages of the negotiations."

Story of Outer Space Put on Triton Slate

From THE DAILY BUREAU

HOLLYWOOD, Feb. 18. — Triton Pictures Corp. and Raylock Productions will join forces to produce "The Journey of the Jules Verne," a film about travel in outer space.

Partners in Triton are Plato, Charles and Spyros Skouras, Jr., while Raylock is the production firm of Jack Rabin and Irving Block, both special effects experts.

Idea of Plato Skouras

Based on an idea by Plato Skouras, the script of the science-fiction film has been written by Jack Thomas.

Triton's production schedule includes also "California Street" for United Artists release, and a film based on the life of "Saint Francis of Assisi."

President Names Unit

(Continued from page 1)

Reed, Livingston T. Merchant, under-secretary of state for Political Affairs; George V. Allen, director, United States Information Agency; Allen W. Dulles, director of the Central Intelligence Agency; Gordon Gray, special assistant to the president for national security affairs; Karl G. Harr, Jr., special assistant to the president for security operations coordination, and John N. Irwin, assistant Secretary of Defense for International Security Affairs.

Waldemar A. Nielsen will be executive director of the Chief Executive's committee.

TOA Heads Gather

(Continued from page 1)

cheduled for Monday afternoon, Tuesday morning and afternoon, and, if necessary, on Wednesday. Luncheon sessions will be held Monday and Tuesday. George G. Kerasotes, of Springfield, Ill., board chairman, will preside. Albert M. Pickus, TOA president, will deliver his formal report to the meeting Monday afternoon.

Washington was again chosen, as it was last year, for the mid-winter meeting, in order that TOA officers, directors and committeemen could visit their Senators and Congressmen. More than 150 of the legislators will be the guests of TOA at a reception Tuesday at 6:30 P.M. in the Chinese Room of the Mayflower Hotel.

The agenda is expected to cover the efforts of the theatremen to secure more product from Hollywood; the forthcoming precedent-setting meeting of liaison committees of TOA and the Screen Producers Guild in Hollywood on March 2; a review of the Army-Air Forces film release agreement now in effect; and the efforts of theatre owners to secure exemption from the minimum wage bills now before Congress, and their support of bills before the House Commerce Committee to place Cable Toll-TV tests under the FCC.

Many Subjects on Agenda

President Pickus' report is expected to take note of the current upswing in theatre attendance and grosses, and suggestions on means of sustaining the improvement.

E. LaMar Sarra, TOA's representative on industry wage and hour campaign committee, will report on the status of pending legislation. Discussion on the proposed agenda for the SPG meeting which will emphasize the need and hope for more pictures, will also command the meeting's attention.

Attendance will be one of the largest in recent years, with all of TOA's 26 state and regional units being represented.

Jowitt in Gov't Post

WASHINGTON, Feb. 18.—Anthony T. Jowitt, described as a long-time Hollywood motion picture writer and director, has been named to supervise the use of visual aids, including motion pictures, for the Federal Aviation agency.

'Can-Can' Take

(Continued from page 1)

sales are expected to reach \$150,000 in the next three weeks. Patrons already have bought \$70,000 worth of tickets here.

The circuit head said he is continuing negotiations with Fox to show the \$7,000,000 film at other of his theatres in the Todd-AO process. He added that "Can-Can" passed its



Alex Harrison George Skouras

sneak preview test at one of the toughest houses in the country, the Fox Theatre in San Francisco, described yesterday by Alex Harrison, Fox sales manager, as a "leather jacket" theatre.

Two-thirds of the tickets purchased at the Rivoli have been for groups of from 500 persons to a full house. Individuals or small groups bought the rest of the tickets. The ticket-buying trend is expected to continue this way.

Harrison said that Fox is now capable of producing a film in Todd-AO every nine to 12 months, and that several prospects are now being considered by the company. Sixty of the 190 worldwide theatres equipped with Todd-AO apparatus are in the United States. Six of them are on Broadway.

E. H. Rowley, executive vice-president of United Artists Circuit, accompanied Skouras to the press conference yesterday.

SMPTE Meeting

(Continued from page 1)

duced in the motion picture and television industries, convention vice-president Reid H. Ray told a meeting of the Society's board of governors here.

Theme of the convention is to be "New Techniques for Films, Television and Video Tapes."

An equipment exhibit, at which the latest motion picture and television equipment will be shown, will be an integral part of the week-long meeting. An outstanding portion of the exhibit is expected to be centered around video tape equipment.

Herbert Farmer of the University of Southern California is chairman of the papers program of the convention.

Outdoor 'Hill' Campaign

M-G-M has set its first outdoor advertising campaign in three years with Foster and Kleiser for a 24-sheet showing on "Home From the Hill." Posting, starting Feb. 25, is the studio's first since "Les Girls" in 1957.

Mitchell Asks

(Continued from page 1)

both houses. More active consideration in the Senate is being given to the Kennedy bill, which is much more far-reaching. No action as yet has been taken in the House, though it is anticipated this year.

Mitchell also urged Congress, in considering proposals to hike the minimum wage, to "carefully assess the impact of proposed increases upon the various segments of the economy."

Secretary Mitchell asserted that "in considering any change in the minimum wage it is, of course, mandatory that cognizance be taken of the fact that the determining limit in setting a new minimum is the risk of 'substantially curtailing employment or earning power' in the low-wage industries, which the act states is to be avoided."

He added that data compiled by the department "indicates that, with respect to a very large majority of the employees now protected by the act, a modest increase in the minimum wage would not have this undesirable effect."

Film on Subject Available

Concurrently with Mitchell's recommendation to Congress, the U.S. Chamber of Commerce pointed out the availability of a film, "Crossroads: Main Street and the Minimum Wage," that presents the objections of six typical "main street" business men to Federal minimum wage legislation.

The chamber also reported that under the terms of the pay floor bills introduced by Rep. Roosevelt (D., Calif.) and Sen. Kennedy (D., Mass.) "all firms averaging as little as \$1,000 weekly in gross sales would be covered if they have even one employee regularly using the mails, phone, telegraph, or transportation across state lines, or who orders, receives, or keeps records on goods received by the firm from outside the state."

Noting that many small establishments would thus be brought under the law, the chamber commented that "considering their already narrow profit margins, it's a certainty that these small firms could not absorb the added costs imposed by the legislation. They would have to compensate by increasing prices, laying off some employees, or both. Such action would surely jeopardize the competitive position of countless small establishments and there would be no escape even for the small establishments not covered directly. They would suffer an indirect effect from having to compete for qualified employees with firms that are covered directly."

Mass for Mabel Miles

RENSSELAER, N. Y., Feb. 18. — Requiem Mass was celebrated at St. John's Catholic Church here yesterday for Mabel F. Miles, an inspector for Universal Pictures for 37 years, who died at her home here following a short illness.

Babette Goes to War

CONTINUED FROM PAGE 1

the spy melodrama school in which the French always outwitted the Nazis during Occupation Days.

The fun begins when "B.B." arrives in England in the company of a group of "ladies of the evening" with whom she has fled Paris by boat as the Germans approached. The heroine is such a naive young lady she is blissfully unaware of the occupation of her companions in flight. She is really not terribly bright about anything, as the heads of the Free French forces in London discover when they put her to work as a maid at their headquarters there. She flirts with a handsome soldier when she ought to be scrubbing floors; she forgets to turn out the lights in her room during blackouts; and as for learning to run the switchboard as a relief operator, she is at a total loss.

In short Miss B. is quickly characterized as beautiful but dumb. So everyone is astounded when an English intelligence officer selects her for a dangerous mission to kidnap a top-ranking German in Paris and whisk him away to London. Her companion in the escapade is to be the handsome young French officer to whom she took an immediate fancy.

As a Mata Hari, "B.B." looks hopeless. She can hardly hold a gun, much less shoot it, and she is petrified at the very thought of landing in Paris by parachute from a plane. In this part of the film screenplay writers Jean Ferry, Jacques Emmanuel and Michel Audiard (working from an original story by Raoul J. Levy and Gerard Oury) gaily spoof the whole business of grooming an agent for espionage so soberly treated in innumerable war films of the past. They really get going with the satire, however, when "B.B." arrives in Paris and is hired by a Nazi agent as a counterspy!

THE LAUGHS get thicker by the minute as she starts sending messages by radio transmitter to London right from headquarters of the Gestapo in Paris. She finds the German general she is after (he is also under suspicion by the Gestapo chief) and the complications really pile up. They reach a climax when she is forced to play a femme fatale for the general and try to keep her virtue all the while (which she does). The mission is accomplished at the end, and the general finds her so appealing he doesn't mind being captured half as much.

Audiences will be captivated, too, for Miss B. has a gamin-like way about her that is hard to resist. In addition, as she hinted in "La Parisienne," she has a decided flair for comedy that gets full range here. Playing the Frenchman she falls for is Jacques Charrier (her husband in real life), and he gives out with plenty of masculine charm that the ladies will go for.

The supporting cast is first-rate with the stand-out being Francis Blanche, in a fantastically funny caricature of a Gestapo agent who calls himself "Papa Schutz." Haunnes Mesemer is suave as the German general Bardot vanquishes, and Ronald Howard is very British as the officer who enlists her services for the mission.

Photographed in CinemaScope and Eastman Color, the film is available in two versions here—subtitles for art theatres and dubbed into English for general runs. Levy also produced this picture, which was directed by Christian Jaque.

Running time, 103 minutes. General classification. Release, in March.

RICHARD GERTNER

Allied's EDC

(Continued from page 1)

the Center of the Earth" and "Story on Page One," as employed in Baltimore and Cincinnati. The plan was also protested by Allied MPTO of Maryland recently.

According to an EDC bulletin issued from here yesterday, 20th-Fox selects 10 theatres, in the case of "Story on Page One," for exhibition of the picture on the first city break for minimum seven-day engagements and an exhibitor agreement to spend \$250 for advertising. The bulletin charges the plan is a refinement of one abandoned by Paramount earlier because it failed to pay off in increased revenue.

The Allied bulletin also implies that the policy is required by the home of-

On Compo 'Oscar' Units

Some 191 leading exhibitors over the nation have already accepted appointments as chairmen, co-chairmen or committeemen on Compo's Academy Awards promotion committees, it was announced yesterday by Charles E. McCarthy, executive secretary.

And, hence, "Evidently, the Fox branch managers serving those cities have lost their vaunted local autonomy," it says.

The EDC bulletin contends that the policy will cost the company exhibitor good will; that it creates artificial bidding situations and results in loss of potential earnings to theatres and, therefore, the company.

Film-Star Tax

(Continued from page 1)

don and take care of all their 'ers-on' and they did not have means afterward with which to pay their tax liabilities."

"Frankly," the revenue commissioner added, "we have not been as yet to solve that problem with respect to people in the motion picture industry who are receiving millions of dollars and with respect to the withholding is inadequate."

Chairman J. Vaughan Gary (Va.) of the subcommittee asked an if one of his "great troubles" not "among the motion picture people and other performers who receive high earnings for relative short periods of time due to the fact they claim certain deductions" are later disallowed by the Federal tax authorities.

Gary observed that by the time the Revenue Services catches up with individuals "do not have sufficient funds left to pay the additional assessments that are placed against them."

Agrees with Gary

Lathan said that Gary was correct "plus the fact that even if their earnings continue, the rates are so high that they couldn't save enough of their current earnings to pay current liabilities and their liabilities as well" This, he said, is a two-edged problem.

The IRS chief added that "strides" have been made in "attempting to make clear to these motion picture people what items are deductible." Clarifying, he said that "do not have the money. They spent it, and then we have to disallow and disallow . . . these deductions" when "they do not have anything left with which to pay it."

In connection with this, Lathan told the subcommittee that legislation to solve this problem has been suggested and studied both by the House and Treasury. He observed that "the body has come up with an acceptable, workable plan as yet, although we are acutely aware of the problem involved."

First 3 Stars Set For 'Oscar' Program

From THE DAILY BUREAU

HOLLYWOOD, Feb. 18. — The first three stars to be set for appearances on the 32nd annual "Oscar" show, April 4, were announced yesterday by Arthur Freed, producer of the program for the Academy of Motion Picture Arts and Sciences.

Cyd Charisse, Ella Fitzgerald and Gina Lollobrigida will be among the stars featured on the industry-sponsored show which will get underway at 7:30 (PST) at the Hollywood RKO Pantages Theatre.

The 90-minute open-end program will be carried over the combined radio and television facilities of the National Broadcasting Company and the Canadian Broadcasting Com-

THE
GREATEST
SPECTACLE
OF
ALL TIME...

Mitchell Asks

(Continued from page 1)

both houses. More active consideration in the Senate is being given to the Kennedy bill, which is much more far-reaching than the one which has been introduced. It is anti-Mitchell, considering the minimum impact on the industry."

Secretary of Labor, considering the minimum wage story that fact that setting a 'substantial' or earnings industries to be avoided.

He advised the department respect to the employment act, a minimum wage desirable.

Film

Concurrent Chamber the available roads: "Minimum Wage," 1 of six ty men to I islation.

The cl under the introduce Calif.) an "all firms weekly in ered if th regularly telegraph state line or keeps by the fi

Noting ments w the law, that "cor row prof that the sorb the legislation pensate l off some action w competit small est be no es tablishme They wo from hav employe ered dire

Mass

RENSSE Requiem John's Ca day for Ma for Universal Pictures for 37 years, who died at her home here following a short illness.

Babette Goes to War

CONTINUED FROM PAGE 1

the spy melodrama school in which the French always outwitted the Nazis during Occupation Days.

Film-Star T

(Continued from page 1)

don and take care of all their 'ers-on' and they did not hav means afterward with which t "theater Exhibitor"

to pay off in increased revenue.

The Allied bulletin also implies that the policy is required by the home of-

bidding situations and results in loss of potential earnings to theatres and, therefore, the company.

radio and television facilities of National Broadcasting Company the Canadian Broadcasting Com



An EDWARD SMALL presents



SOLOMON SHEBA



A
KING VIDOR
PRODUCTION

co-starring
GEORGE SANDERS
MARISA PAVAN

with DAVID FARRAR as "Guest Star"

Produced by TED RICHMOND

Directed by KING VIDOR

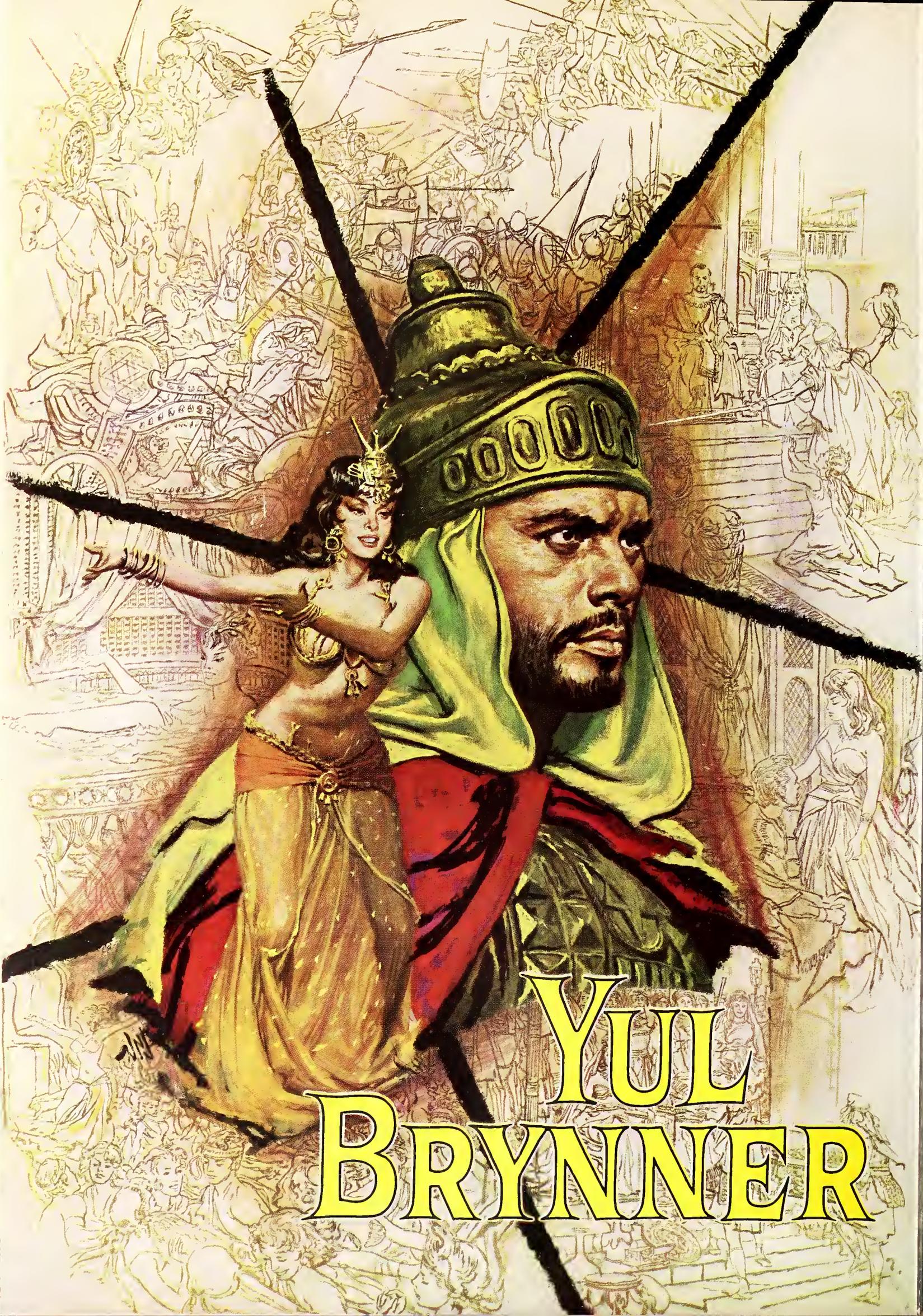
Screenplay by ANTHONY VEILLER,
PAUL DUDLEY and GEORGE BRUCE

Story by CRANE WILBUR

TECHNICOLOR[®]

THREE
UA

SUPER
TECHNIRAMA[™]



YUL BRYNNER



**GINA
LULLOBRIGIDA**

*In
theatre
after
theatre...*

**SOLOMON
and
SHEBA**

**NOT JUST BIG -
BUT THE
BIGGEST!**

Shattering Boxoffice Records

All Over The World!

THRU
UA

Printed in U. S.

Levey Says Broadcasters' Society To Mark 20th Year

(Continued from page 1)

ned to accomplish pay-TV, "which inevitable in any case." He cited additional difficulties with the Federal Communications Commission and the Harris subcommittee in Congress and gave these problems as reason for the Switch Skiatron had made into wired facilities.

In cross-examination, Levey explained that he did inform SEC every time he sold stock—23 times in 54 months. He also reported to stockholders and checked to be sure that stock sold in lieu of cash was being held and not sold publicly, he said.

Tells of His Beginnings

Levey outlined briefly for hearing examiner Hislop his life story—how he left New York's P.S. 6 at the age of 13 to earn a living, his infantry service during World War I, his work with exports and imports of films, his unpaid work with the Anglo-American Unity League, and his successful career in England in the business of handling American films there. He estimated his average income before 1939 as being \$100,000.

Levey also described briefly his founding of Scopphony, Ltd., and its work in developing the only alternate to the cathode ray tube in TV. He told of Paramount's interest and his work with that company until the department of Justice Consent Decree forbade Paramount's continued association with the company. It was then—in 1949—that Levey became the sole stockholder and that Skiatron was organized to keep possession of certain patents.

Westinghouse Ready

SE&T now has its over-the-air system ready to go into production at Westinghouse. The decision for the crash program on wired circuits was not that over-the-air operations were not workable, but simply because of public acts." It was obvious that Levey meant FCC jurisdiction and the Harris Committee ban. SE&T feels it is technically well ahead of others and it means to go ahead either with wired or wireless, if funds can be raised and their difficulties with SEC can be ironed out.

Hearings were adjourned today until Wednesday morning, Feb. 24, at which time all parties hope to have arrived at a stipulation about the financial affairs of both SE&T and Skiatron of America. If agreement can be reached, it is possible that Matthew Fox may not be called to testify and the hearings will conclude.

Some Uncertainty Exists

However, there are certain areas of uncertainty—for example, what happened to the thousands of shares going to persons named Grande and Miranda through the firm of Re and Re, specialists on the American Stock Exchange.

Although SEC keeps secret what it is investigating until wrong-doing can be charged, it is fairly evident that the maneuvers of Re and Re and the use of a Swiss numbered

Executives of the broadcasting industry will celebrate the 20th anniversary of the founding of their Society at a Waldorf-Astoria dinner on Thursday, March 10, according to Frank E. Pellegrin, president of the Radio and Television Executives Society.

The Society that night will honor Brigadier General David Samoff, chairman of the board, Radio Corporation of America, with the first RTES Gold Medal award "for outstanding contributions to broadcasting." The theme of the Society's anniversary is "Broadcasting's Unlimited Future in the Electronic Age."

John Charles Daly, commentator and a vice-president of the American Broadcasting Company, will be toastmaster. Daly is a former president of the Society.

bank account are being looked at with great interest.

By next Wednesday, the commission will know where Fox's 195,000 shares are, but there will remain the problem of what happened to Levey's stock which were handled through the secrecy of a Swiss bank. If they got to the public, how they did so, and through whom, will be questions of interest.

Hearing examiner Hislop closely questioned Skiatron president Levey as to information given to the public—through dissemination of technical information, financial statements, annual reports, etc. Levey stated there was very little except on the rare occasion of requests from individuals or from brokerage houses.

Cites His TV Appearances

Attorney James Landis drew attention to the press coverage given his TV appearances and his testimony before the Harris committee, but the hearing examiner noted that this was of little value to the investor.

Last witness of the day was Basil Estreich, an associate of Matthew Fox, and vice-president of Skiatron of America, as well as vice-president of various either Fox corporations.

Estreich flatly denied the contention of Harry Bernack of Stratford Factors early in the hearings that Estreich had suggested using Re and Re to sell Skiatron stock which Stratford held as pledge for Fox. In fact, said Estreich, he "begged" Stratford not to sell when the lending company threatened to do so. He also denied knowledge they had sold Fox's stock.

Discusses Judson Deal

In the case of stock held by Judson Commercial Corp., Estreich declared that he believed that Judson was holding the stock and that usually he was unaware of sales at the time Skiatron's attorney, Kurt Widder, was trying to find out.

Estreich admitted that a letter he sent to Widder regarding Fox's holding of stocks was in error because of confusion on his part.

Television Today

TelePrompTer Sets Up Three New Departments

TelePrompTer Corporation has announced establishment of three new departments in a program designed to increase emphasis upon research and development and to expand services to industry, government and education. Irving B. Kahn, president and chairman of the board of directors, said H. J. Schlafly, Jr., a founder of the electronic communications company and its vice-president in charge of engineering, will direct a new research and development department.

Edward Reveaux, formerly creative director, and Nat C. Myers, Jr., who has been director of industrial services, were named vice-presidents.

Heads New Division

Reveaux heads the newly-created programs and production division, augmenting the company's services in closed-circuit television and live staging. Myers will assume charge of the communications system division, established to design, install and operate military and educational audiovisual systems.

Schlafly is a former director of television research for 20th Century-Fox and is a Fellow in the Society of Motion Picture and Television Engineers. He developed the original TelePrompTer prompting device and has been chief engineering officer of the corporation since its inception.

Australian Award Goes To '77 Sunset Strip'

The "Logie" for Program of the Year in Australia was won by Warner Bros.' "77 Sunset Strip," it was announced by George E. McCadden, New York representative of *TV Week*, Melbourne television program magazine which conducts an annual poll of TV viewers.

The "Logie," a polished silver statuette, is named for John Logie Baird, the Englishman credited with invention of television. Baird transmitted the world's first television service in 1935 for the British Broadcasting Commission in London.

Resume Sponsorship Of 'Twilight' TV Series

Sponsorship of "The Twilight Zone" on CBS-TV has been renewed by General Foods Corp. and Kimberly-Clark Corp., William H. Hylan, CBS-TV vice-president of sales administration, announced.

The weekly dramatic series, created by Rod Serling, has been critically well-received. Serling also is executive producer and narrator and writes the majority of the show's scripts.

Who's Where

The promotion of Edward R. Hitz, vice-president in charge of television network sales, Central Division, to vice-president, general sales executive, was announced by Thomas B. McFadden, vice-president, national sales manager, NBC Television Network. At the same time, the appointments of Angus Robinson to director, network television sales, Central Division, and of Cyril C. Wagner to manager, network television sales, Central Division, were announced.

□

Vinton Freedley, Jr. has joined Ziv Television Programs, Inc. as an executive of the syndication sales division. During the past year, Freedley has been a vice-president of TV Department, Inc., and in 1958 was director of sales of Trident Films, Inc.

□

Two more promotions in NBC Television Network Sales were announced by Don Durgin, vice-president, NBC Television Network Sales. Stephen A. Flynn has been appointed director, station sales, station clearance and sales services. Joseph Iaricci has been appointed director, sales administration.

□

Patrick J. Winkler has been appointed vice-president in charge of standards and practices for RKO General, Inc., a new post, it was announced by T. F. O'Neil, president.

FTC and FCC Joining In Study of 'Payola'

From THE DAILY Bureau

WASHINGTON, Feb. 18. — The Federal Trade Commission and the Federal Communications Commission have agreed to exchange information concerning suspected "payola" practices in radio and TV, as well as unannounced sponsorship of material that is broadcast.

Hance Names Melillo

Philip A. Melillo has been appointed sales director of Paul Hance Productions, Inc., producers of closed circuit TV shows, television films and non-theatrical motion pictures, effective immediately. Roy Moriarty, president, announced.

Award for Stanton

Frank Stanton, president of the Columbia Broadcasting System, yesterday was presented with the Gold Medal Award for 1959 by *Printers' Ink*.

MOTION PICTURE HERALD'S NEW Merchandising Service

WINS A HEARTY "WELL DONE"!

WITH such remarks as those beginning below, exhibitors throughout the nation immediately responded to the attraction promotion mat service which Motion Picture Herald initiated in the January 30th issue with feature material on "Wake Me When It's Over," Mervyn LeRoy's production for 20th Century-Fox. Presented here is only a sampling of the spontaneous reaction expressed in letters and copies of circuit memoranda received by the Editor of the Herald:

- This new merchandising service is wonderful—exactly what we need to move ahead with advance newspaper promotion. As for myself, it will be of particular help to me in Bridgeport. My compliments to you again.—*SPERIE PERAKOS, Perakos Theatres Associates, Bridgeport, Conn.*
 - I have just looked over the advance copy of your new Motion Picture Herald Merchandising Service on "Wake Me When It's Over." This is a splendid job and should prove of great value to the exhibitor.—*ERNEST EMERLING, Loew's Theatres, New York, N. Y.*
 - I am sure that I will be able to get increased participation in our local paper. In fact, I am confident that I will also be able to plant material in other outside papers in which I advertise. I consider MOTION PICTURE HERALD a very valuable tool in the operation of our theatres and this new series will make your paper just that much more valuable. Congratulations for instituting same.—*HERMAN KOPF, Zone Manager, Schine Theatres, Milford, Delaware.*
 - All of us at Randforce were extremely pleased and delighted to receive the announcement of the new Motion Picture Herald Merchandising Service. I have discussed this with Erwin Gold and both of us are positive that our managers will make frequent and valuable use of the various ad mats which they will be able to obtain from you.—*EMANUEL FRISCH, Randforce Amusement Corporation, Brooklyn, N. Y.*
 - As soon as we get the material on "Wake Me When It's Over" we shall use it to the best of our ability.—*HARRY BRANDT, Brandt Theatres, New York, N. Y.*
 - I am certain that this service will be of great help to us not only with newspaper advertising but also with some additional publicity through the critics throughout our various localities.—*MORTON THALHIMER, JR., The Neighborhood Group of Motion Picture Theatres, Richmond, Va.*
 - I wish to congratulate you and your staff on the inauguration of the special Merchandising Service which began in the January 30 issue with the subject "Wake Me When It's Over." This should fill the gap for a much needed flow of information regarding attractions we will play in the future. Therefore, we are looking forward to this service with eagerness and full appreciation for the value it will serve. Congratulations and thanks.—*NORRIS HADAWAY, Wilby-Kincey Service Corporation, Atlanta, Ga.*
 - I think your new mat service is a wonderful thing for theatre owners throughout the country. I am giving various executives in charge of theatres specific instruction that they use this mat service as frequently as is practical.—*JULIUS M. GORDON, Jefferson Amusement Co., Inc., Beaumont, Texas.*
 - Your new merchandising section is a welcomed innovation. This section will allow managers to give the proper pre-sell on the local level to forthcoming attractions. We are advising all Loew's managers to take full advantage of this new service.—*JAMES L. SHANAHAN, Loew's Theatres, New York, N. Y.*
 - Your magazine has always been one of our favorites, and we constantly refer to it for promotion and booking ideas. I know that this new service will aid us in promoting and advertising upcoming pictures.—*SAM BENDHEIM, III, The Neighborhood Group of Motion Picture Theatres, Richmond, Va.*
 - This is a tremendous service. Thank you! — *WARD B. KREAG, City Manager, Fabian Theatres, Allentown, Pa.*
 - A wonderful innovation.—*F. H. FISHER, The Odeon Theatres (Canada) Limited, Toronto, Canada.*
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These pages present a small portion of letters and circuit bulletins welcoming the unique service inaugurated by Motion Picture Herald in the January 30th issue. It supplies mats of features for use in newspapers and other media long before pressbooks appear

• We have reviewed in a variety of meetings your new Merchandising Service and find it a highly acceptable and useful addition to Motion Picture Herald. . . Your continuing services to exhibitors in evolving fresh ideas that motivate the public make Motion Picture Herald far more than just a source of news and events.—**ROBERT W. SELIG**, Fox Inter-Mountain Theatres, Denver, Colo.

• Your new merchandising service fills a void that has been prevalent for much too long a time, and I want to congratulate you for your far-sightedness in making this excellent service available to exhibitors. This will be of much value to us, for there are many times when we lack the necessary tools with which to do a good selling job in advance of the availability of a pressbook.

The attached letter (*see below*), which we have sent to the field, will indicate our high opinion of this new service.

As always, The HERALD comes to the aid of exhibitors in a most tangible way, and we are indebted to you.—**RAYMOND WILLIE**, Interstate Circuit, Inc., Dallas, Texas.

To City Managers & Publicists—Interstate Circuit, Inc.
Gentlemen:

MOTION PICTURE HERALD is inaugurating in the January 30 issue a new merchandising service which should be of value to you on many occasions.

This service consists of a number of pages made up in a format suitable for use as features in newspapers, shopping guides and other local publications.

The first issue is devoted to Mervyn LeRoy's "Wake Me When It's Over," an early Spring release from 20th Century-Fox. This service includes ten separate pages of mats which may be ordered on an individual page basis or the whole set. There is no charge for this mat service. Since we have experienced great difficulty in getting material well in advance of our playdates, this new service could be a real assist to you.

We suggest that you keep a complete file of this service as it comes out for handy reference and advance information.

When you see something that will be useful to you, order the free mats from Motion Picture Herald, 1270 Sixth Avenue, New York 20, N. Y.—**RAYMOND WILLIE**.

• This is a terrific service . . . and will prove invaluable in our Sunday Supplements. Thanks.—**JAMES C. CARTLEDGE**, Miller Theatre, Augusta, Ga.

• This is a tremendous service. Thank you!—**WARD B. KRESG**, Fabian Theatres, Allentown, Pa.



A copy of Motion Picture Herald's first Merchandising Service section is presented by Sam Berns, left, HERALD Hollywood Bureau manager, to Mervyn LeRoy, producer-director, whose 20th Century-Fox production, "Wake Me When It's Over" was the subject of the first presentation. With Mr. LeRoy and Mr. Berns are Dick Shawn and Nobu McCarthy, two of the stars.

• I have now had an opportunity to look over your new merchandising service on "Wake Me When It's Over" and think it is excellent. There certainly is enough material in here for any paper, which could be used for Pre-Opening, Opening or After Opening.

I am going to bring this to the attention of both critics today and as soon as I find out what they can use I will order same.

Many thanks for making so fine a service available.—**H. H. UNTERFORT**, Schine Theatres, Syracuse, New York.

• In the January 30 issue of MOTION PICTURE HERALD a new free mat service was inaugurated.

This issue featured a spread on the forthcoming "Wake Me When It's Over," which featured a number of fine illustrated articles.

We are most interested that "Loewmen" avail themselves of this service. We suggest that you order mats now and tuck them away until you receive a booking of the film.—**Loew's Theatres Headquarters, New York**.

• Your new service to motion picture exhibitors is one of the finest contributions I have ever seen. You are to be congratulated for making this service and the fine material contained therein available to us.—**JACK JORDAN**, Wilby-Kinney Service Corporation, Charlotte, North Carolina.

TENT TALK

Variety Club News

BALTIMORE — Variety Club's entertainment committee has scheduled for Sunday, March 13, the annual oyster roast of Tent No. 19. Also slated by the committee is a special "Variety Fiesta" in Mardi Gras style, to be held March 5 at the club headquarters.

△

MINNEAPOLIS. — The Variety Club of this city will pay tribute to Joe Podoloff, retiring chief barker, at a testimonial dinner to be held on March 15 in the Nicollet Hotel.

Forum at Gold Medal On Eastern Production

Martin H. Poll, president of Gold Medal Studios will act as chairman of a special forum discussion to take place Tuesday, May 17, at 7:30 P.M., at the studios in the Bronx. Subject will be "Easterns—New York's Own Film Image," a discussion of TV and feature film production in New York. This symposium, arranged by Poll, will be a feature of the 1960 forum and luncheon series sponsored by the Academy of Television Arts and Sciences.

FEATURE REVIEWS

Three Murderesses

Graetz—20th-Fox

HARTFORD, Feb. 18

Our Gallic film-making cousins' predilection for the unusual in murder studies is superlatively manifested via this Paul Graetz color production, which, by way of exploitative assist, is touting the male lead, Alain Delon, as "a sensational screen discovery." For a change there is no murder, only alluding conversation.

The screenplay and dialogue are credited to Annette Wademant and Michel Bisron, adapted from a Sophia Cathala novel, and have to do primarily with the far from gentlemanly conduct of a triple-timing engineering student (M. Delon). He has wooed, to varying degrees of amorous success, no less than three fetching mademoiselles, Mylene Demongeot, Pascale Petit and Jacqueline Sassard. There's a fourth woman in the proceedings, the delinquent a purposeful individual who shoots wildly in an attempt to get revenge on M. Delon.

Eventually, the satire gets the man to the altar, bringing his sometimes hilarious, sometimes pensive, sometimes flamboyant adventures to a bitersweet ending.

If there is a premise to this delib-

erately satirical approach to Gallie romance, "Three Murderesses" stresses the necessity to laugh in the face of coming adversity, to challenge the fates to deal yet another card.

French dialogue has been dubbed into English.

Running time, 98 minutes. Adult classification. Release, in February.

A. M. W.

Too Soon To Love

Dynasty—Universal

Two young players in their first motion picture roles make a nice try at a difficult subject—teenage promiscuity fostered largely by parental neglect—in "Too Soon to Love." It is an adult film that should provoke serious thought among parents as well as their children who mislead themselves about sex because older and more responsible persons are too blind or too stupid to lead them.

Jennifer West, a winsome young blonde, and Richard Evans, who plays a slouchy and sincere 17-year-old, proceed quickly from necking and heavy petting to the young lady's pregnancy. The girl hides the truth from her parents; her father is vicious and unforgiving; her mother a nonentity. The young couple arranges a makeshift abortion but after Miss West is repulsed by the sight of another girl upon whom the operation is performed, the pair go off in search of an illegal physician to do it skilfully.

They find a doctor who wants \$500 for the job. West can't raise the fee so he steals the money from his employer. That sets the police on to his trail. When his girl learns that he has stolen in order to pay for her operation, she drives off to the Pacific—only a short ride from her home—intending to drown herself. West reaches her in time to reassure her life is still worth living.

Until its last few feet "Too Soon to Love" does well. But the film ends on an unsatisfactory note. Screen writers Laszlo Grog and Richard Nash ask all of the right questions but they fail to give even one answer. The girl still is pregnant; she is unmarried; the father of her child presumably will be jailed; her own father is a complete loss; her mother is ineffectual, and the poor girl probably will be sick for two weeks following her flight into the sea.

Ronald Stein's music is bright and resourceful. It seems also to sympathize with, and lend kindness to, the boy and the girl. Rush produced and directed "Too Soon to Love." Mark Lipsky is executive producer. Running time, 85 minutes. Adult classification. Release, in March.

SAUL OSTROVE

New Columbia Address

ALBANY, N. Y., Feb. 18. — The Columbia Pictures exchange here has moved from Film Row into its new quarters at 991 Broadway.

National Pre-Selling

A TEAM of outstanding talent headed by director Carol Reed, actors Alec Guinness, Noel Coward, Ernie Kovacs and Burl Ives, has combined to turn out "Our Man in Havana," Graham Greene's spoofing novel, into a hilarious movie reports "Life" in the Feb. 15 issue.

The Columbia film was made largely in Havana. It is the story of a store owner who specializes in selling vacuum cleaners and is inspired by his desire to buy his lovely daughter's horse. He joins up as an undercover agent in Havana and throws the British secret service into shambles inventing complicated plots and forwarding reports from nonexistent sub-agents whose expense account must be paid immediately.

"Sink the Bismarck!" the 20th-Fox film, is being advertised in the Metro Sunday color comics. The Metro comics appear in 85 newspapers published in key cities across the nation; and have a circulation of 19 million. The ads for this new historic adventure film are scheduled for Feb. 14, 21 and 28.

The Feb. 14 issue of "This Week" in beautiful color photos tells the story of "The Golden Fish," a 15-minute long French film being released by Columbia.

It is the story of a boy who wants more than anything, a goldfish. Real gold, it is the prize in a carnival game of chance. But he had no money to play the game.

A man at the carnival gave the boy some coins and the boy bet with them, and won, and took the goldfish home. There, the red-gold fish in green green water danced a tang with a canary. And when the goldfish fell out of the bowl, a stray alley cat rescued it and returned unharmed to the water.

That's the whole story to this wonderful film. The film has no words; audiences will feel the story. It's like watching poetry.

Florence Somers in the February "Redbook" recommends Ingmar Bergman's new film "A Lesson in Love," for moviegoers craving adult fare.

"Babette Goes to War" received the "Parents" Magazine Merit award for February.

A dozen artists had a go at Y. Brynner recently for a whole gallery of likenesses which were to be hung in several rooms of the set of "One More, With Feeling." Reproductions of these paintings appeared on the cover and on a spread in the Feb. 15 issue of "American Weekly." The new Columbia film is playing at Radio City Music Hall.

WALTER HAA

The Associated Motion Picture Advertisers, Inc.

cordially invites you to attend

AMPA'S SALUTE

to

SI SEADLER

Wednesday, February 24th, 12:30 P.M.

Georgian Room, Hotel Piccadilly

Tickets \$4.25 including luncheon and gratuities

For reservations—phone Hans Barnstyn PLaza 3-2434

MOTION PICTURE DAILY

87, NO. 35

NEW YORK, U.S.A., TUESDAY, FEBRUARY 23, 1960

TEN CENTS

Trusts Vain

Little Prospect Seen for Decree Change

Trust Laws Seen to Key Revisions

From THE DAILY Bureau

WASHINGTON, Feb. 22. — Observers here see little prospect of success for efforts by the American Council of Exhibitors or individual exhibitor organizations to obtain any changes in the industry consent decrees in the event they are ever renewed.

One experienced legal mind said: "Basic changes in the decrees are not really subject to negotiation. The restrictions they impose are those made necessary by the Federal anti-trust laws. The major revisions cannot be changed without changing the anti-trust laws, and there is little chance of that."

The reopening of the decrees in an effort to reestablish block booking, for example, would be futile, he contended, because the courts have held block booking to be in violation of anti-trust laws. Likewise, any revision (Continued on page 4)

Newsreels to Ask for Own 'Oscar' Category

A new effort to obtain Academy Award recognition for newsreels in their own right will be made by the Motion Picture Association newsreel committee this year, it was decided at a meeting of the committee late last week.

B. Stratton of News of the Day, committee chairman, was authorized (Continued on page 4)

Newsreels' Film Will Go to Family Market

The "hungry, wide open market" for full juvenile and teenage pictures, which largely has been "abdicated" by the film industry in favor of television, will be exploited this Easter by United Artists when it releases Bert I. Gordon's "The Boy and the Pirates" in (Continued on page 4)

Brotherhood Week Is Launched Here

By SAUL OSTROVE

The 1960 Brotherhood Week campaign of the motion picture division of the National Conference of Christians and Jews set sail here Friday from a luncheon conference attended by 150 industry leaders at the Hotel Astor.

The campaign will proceed in three areas—membership, collections and previews — and the drive is expected to end March 31 in most divisions, according to Salah M. (Continued on page 2)

Telemeter Develops New Closed Circuit System

The development of high level voltage amplifiers capable of serving thousands of wired homes at maintenance costs that are about 50 per cent less than under existing techniques was announced here by Louis A. Novins, president of International Telemeter Co., a division of Paramount. He called it a "significant breakthrough" (Continued on page 4)

Loew's Circuit Seeking St. Louis Theatre-Swap

Loew's Theatres has filed a petition with the U.S. District Court here for approval of acquisition by the circuit of the legitimate American Theatre in St. Louis for motion picture exhibition. According to the Department of Justice, Court hearings (Continued on page 4)

Bill Which Would Compel TV Rating Companies To Disclose Methods Introduced in Albany

Special to THE DAILY

ALBANY, N. Y., Feb. 22.—A bill that would compel rating companies to disclose how they estimate the popularity of television and radio programs as well as the size of audiences which individual stations reach, has been introduced by Assemblyman A. Bruce Manley, Chataqua County Republican. Manley, for two years, has sponsored legislation providing for state licensing of television programs, with certain exceptions.

The new measure, adding a section to the penal law, would prohibit issuing of announcements of rating as to the percentages or number of listening or viewing audiences of radio and television stations or programs, for influencing the sale of advertising, without stating the manner in which they were obtained, a description of methods used and the time, place and persons contacted for such polls.

NOMINATIONS FOR 'OSCARS' ON PAGE SIX

Nominations for the 1959 Academy Awards, announced in Hollywood yesterday by the Academy of Motion Picture Arts and Sciences, are published in this issue on page six.

Nominations in three categories were previously announced and carried by MOTION PICTURE DAILY: short subjects (issue of Feb. 11); foreign features (Feb. 16) and documentary (Feb. 18).

Shun Copyright Change, Johnston Urges Senator

From THE DAILY Bureau

WASHINGTON, Feb. 22. — Rejection of a bill which would affect the period of copyright protection enjoyed by film producers and others in the use of distinctive fictional characters has been urged upon Sen. Eastland (D., Miss.), chairman of the Judiciary Committee, by Eric Johnston, president of the Motion Picture Ass'n.

The bill, which was introduced by Sen. O'Mahoney, would reduce the term of design protection by copyright to five years. No privilege of renewal would be permitted, so that the use (Continued on page 2)

Board Meet

Sell Public First, TOA Head Urges

Full-Time Job, Pickus Says; Product Shortage Decried

By E. H. KAHN

WASHINGTON, Feb. 22. — Exhibitors have a man-size job getting the public back into theatres and should concentrate on that and let the competition take care of its own problems.



Albert M. Pickus

This is the advice given to theatre owners by Albert M. Pickus, president of Theatre Owners of America, in his first report to the TOA board of directors, which convened at the Mayflower (Continued on page 4)

Says Majors Fill Gaps With Foreign Films

From THE DAILY Bureau

WASHINGTON, Feb. 22.—The increasing popularity of the imported motion picture has major distributors "screening like mad now trying to fill up their release schedule gaps with pictures from abroad," Irving M. Levin of San Francisco, told the Theatre Owners of America board of directors here today.

Things have so changed in the form (Continued on page 4)

Exhibitors Will See 'Snow' Campaign Today

More than 50 representatives of major circuits and independent theatres in the greater New York area will be guests of Universal-International at a luncheon at the company's home office today. It will be followed by a special (Continued on page 2)

PERSONAL MENTION

IRVIN SHAPIRO, president of Films Around the World, Inc., has left New York for Paris.

JAMES BOYLE, M-G-M advance publicity representative, is in Cincinnati from New York.

FRED ZINNEMANN, director, is vacationing in Rome before returning to London.

MORTON SCHLOSSBERG, son of IRVING SCHLOSSBERG, head of Loew's Theatres accounting division, was married on Sunday at the Hotel Shelbourne here to HARRIET SHAPIRO of Miami Beach. The groom is assistant U.S. attorney in charge of the criminal division here.

MILTON SPERLING, producer, has entered Cedars of Lebanon Hospital, Los Angeles, for minor surgery.

T. H. FREEMAN, of the Lebanon Road Drive-In Theatre, Madison, Tenn., has left there for a vacation in Florida.

Roxy Cuts Prices

A scale of new low prices will be in effect at the Roxy Theatre here with the opening of its twin-bill, "On the Waterfront" and "The Caine Mutiny" on Wednesday. The reduced general admission prices will range from 65c to \$1.25 on weekdays; 75c to \$1.25 on Saturdays; and on Sundays the prices will be 95c and \$1.25.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
YUL BRYNNER • KAY KENDALL
in a STANLEY DONEN Production
"ONCE MORE, WITH FEELING!"
A COLUMBIA PICTURES RELEASE
IN TECHNICOLOR®
and ON THE GREAT STAGE "FAR EAST, FAR WEST"

Whenever Seconds Count
Don't take chances—Order
SPECIAL TRAILERS
From Good Old Dependable
FILMACK
1327 So. Wabash Ave.
Chicago, (5), Illinois.

Brotherhood Day Appointed Head of Johnston Urged

(Continued from page 1)

Hassanein, vice-president of Skouras Theatres and United Artists Theatre Circuit, Inc., who is chairman of the Metropolitan New York Area Brotherhood campaign. National observance of Brotherhood Week began yesterday and will end next Sunday.

Brotherhood kits, which will be distributed locally to theatres and industry offices, contain one-sheet posters, trailer copy, instruction booklets, membership cards and sample collection containers. Exhibitors were urged by Hassanein to devote Friday evening receipts in excess of the average to the NCCJ.

The luncheon meeting was conducted by William J. Heineman, United Artists vice-president and Brotherhood national distribution chairman. Addressing the guests were actor Eli Wallach and Dr. Lewis Webster Jones, NCCJ president. Max E. Youngstein, UA vice-president, is chairman of the NCCJ amusement division.

'Jeopardies' in Strike Are Outlined by AMPP

The Screen Actors Guild is contemplating a strike that would "jeopardize the jobs of workers in every branch of the motion picture industry, the very industry itself, and the incomes of thousands of other people and companies throughout the U.S. and the world," the Association of Motion Picture Producers states in an ad published in MOTION PICTURE DAILY today.

Headlined "A Statement of Facts," the ad says there are two factors involved in the threat of a strike. One, AMPP says, is why the actors are striking. "The answer is very simple: They want to be paid twice for doing one job." AMPP says all other demands, aside from that of straight payments to the actors in the event of the sale of post-1948 films to TV, can be negotiated. AMPP includes as negotiable the health welfare and pension plan.

The second factor, according to AMPP, is "the dilemma in which this issue places the industry." It points out that the "economic health of the industry" depends on bringing in every bit of revenue possible—first runs, subsequent runs, drive-in runs, re-runs, 16mm runs and television. "It makes no more sense to limit the television boxoffice than it would to limit the reissue or drive-in boxoffice." AMPP adds.

"On the other hand," it concludes, "television revenue from pre-1948 theatrical films already has been reinvested in the production of motion pictures, resulting in continuance of employment in Hollywood film making."

Special to THE DAILY

ROCHESTER, N. Y., Feb. 22.—E. F. (Bert) Day, has been appointed manager of the new photographic and industrial optics sales department of Bausch & Lomb. Day, who has previously been head of the photographic and special products section, will now assume the added responsibility of the company's entire line of motion picture products.



E. F. Day

These include the BalCOLD reflector, CinemaScope and Cinephor projection lenses. BALtar professional motion picture camera lenses and specialized lenses and filters. These last include TV Vidicon Camera lenses, both regular and non-brown-ing for nuclear use.

Johnston Saddened by Death of Carl York

Special to THE DAILY

MEXICO CITY, Feb. 22.—News of the death of Carl York, former MPEAA representative for the Scandinavian countries, reached Eric Johnston here. Johnston said: "I am sorry indeed to learn of Carl York's passing. His genuine friendship always will be remembered."

"He served the motion picture industry with loyalty and distinction throughout the greater part of his life. During the past ten years, while associated with MPEAA, he was instrumental in handling effectively many important negotiations for the industry."

Since January of 1958, when George Larson was appointed to succeed him, York had served as a consultant to the MPEAA for the Scandinavian territory.

Johnston is in Mexico City on a combined vacation and business trip.

Kroll Draws Bob Hope

Julius Kroll, well-known caricaturist whose drawings of entertainment and political personages are widely syndicated, has drawn the official cartoon of Bob Hope and the "Oscar" for the motion picture industry's Academy Awards, which will be presented Monday, April 4. Photo reprints of the drawing, a print of which is seen on page 6 of this issue, have been sent to all field exploitation chairmen, co-chairmen and committee men for local planting.

(Continued from page 1)

of the character created in connection with a motion picture would fall within the public domain. The bill would destroy presently available copyright protection for the balance of the right term.

Under present law, producer's copyright protection in the use of distinctive fictional or fanciful characters falls under full copyright term, or as long as the characters are offered commercially "tied in" with the exhibition of the motion picture "to accentuate its popularity." Merchandising article "effectively controlled so as to enhance and in no possible manner seriously affect the motion picture," Johnston may also provide a source of revenue to the producer," Johnston noted.

Johnston also requested that he be permitted to testify if hearings on the measure are scheduled by the committee.

H. Jaffey Appointed Assistant to Whelan

Herbert Jaffey has been appointed executive administrative assistant to Leslie F. Whelan, director of promotion, advertising, publicity and exploitation for 20th Century-Fox International Corporation, it was announced by Murray Silverstone, president.

"The position has been newly created to facilitate 20th's administration of an intensified overseas promotion program," Whelan said.

Started with Fox

In the industry for 20 years, started in the pressbook department of 20th Century-Fox. During World War II, he served as captain in special services division with headquarters in Italy and was the entertainment director of the Mediterranean Theatre of Operations.

Following his Army discharge, he was engaged by United Artists special national exploitation work for the past 12 years he has served in various capacities in the Fox International publicity office.

'Snow Queen' Drive

(Continued from page 1)

presentation of the merchandising campaign developed for "The Snow Queen," the full-length animated feature in color scheduled for release.

The New York meeting is part of a series of such meetings for independent theatre representatives being held by Universal on "Snow Queen" merchandising campaign, such meetings having already been held in Hollywood for West Coast theatre representatives and in Detroit for Butterfield Theatres personnel.

Rugoff & Becker Theatres

10 SIXTH AVENUE
NEW YORK 20, N. Y.

CIRCLE 7-3616
SUITE 1810

February 17, 1960

Mr. Irvin Shapiro
Films Around the World, Inc.
745 Fifth Avenue
New York, N. Y.

Dear Irvin:

When a motion picture breaks records in the first week this is very good news to any exhibitor, but when this picture continues to do record-breaking business the second week and when it tops the second week in the third week, we feel this is something very vital for you to broadcast in our business.

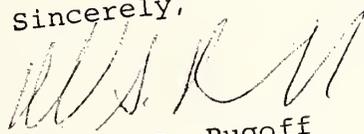
Your motion picture "ROSEMARY" has done all of this.

"ROSEMARY" has played for three record-breaking weeks at our Beekman Theatre.

"ROSEMARY" in the first, second and third week is ahead of any other picture that we have ever played at our theatre. We look forward to a long run, we hope the picture duplicates itself throughout the country.

CONGRATULATIONS ... for continued record-breaking business.

Sincerely,

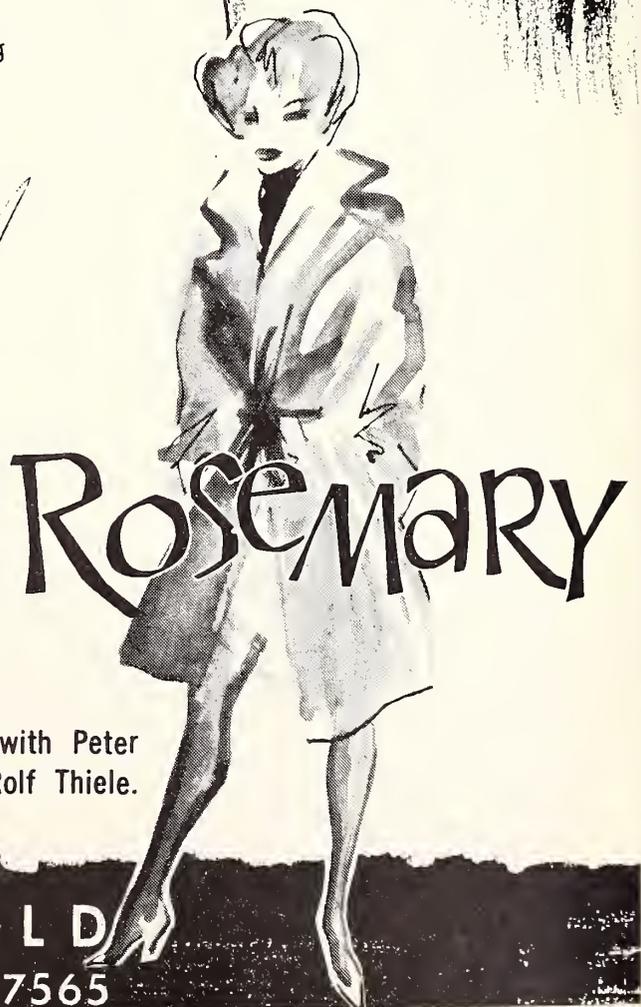


Donald S. Rugoff
President

DSR: jm

Only ★ ★ ★ ★
ROSEMARY
can TOP
ROSEMARY! ★

*Week
after
Week!*



ROSEMARY

Introducing in the title role Nadja Tiller with Peter Van Eyck, and Carl Raddatz. Directed by Rolf Thiele.

PRODUCED BY LUGGI WALDLEITNER

LMS-AROUND-THE-WORLD

Fifth Avenue, New York 22 • Eldorado 5-7565

Decree Change Bergman Will M.C. Seadler AMPA Lunch

(Continued from page 1)

medies dependent upon concerted action by decree companies, vertical integration, discrimination among customers and the like, could not be achieved by reopening and amending the consent decrees, since such practices would continue to be in violation of the anti-trust laws.

As for increasing film production by extending to former affiliated circuits the right to engage in production, he pointed out that American Broadcasting - Paramount Theatres and RKO Theatres have this right and that, after AB-PT had made use of it for several years without noticeable effect on the supply of product, it abandoned production. RKO has never made use of its privilege, and there is little reason to believe that the other divorced circuits would avail themselves of the right if it were extended to them, it is felt. If one or more of them did, it is felt it would not be to any greater extent than that undertaken by AB-PT.

A more effective means of increasing production, it was suggested, might be found in developing financing for independent producers, even if restricted to the making of loans, such as Loew's, AB-PT and RKO Theatres extended to United Artists several years ago. U.A. used the loans to finance additional production, it was pointed out.

Telemeter

(Continued from page 1)

through in the economics of closed circuit TV broadcasting."

The new distribution equipment, which reduces the number of amplifier positions required in a cable system by a ratio of about 14 to 1 was initially developed by engineers of International Telemeter Company. Production models, developed and designed by Jerrold Electronics Corporation, are now being installed in West Toronto, Canada.

Bergman Will M.C. Seadler AMPA Lunch

Maurice Bergman, veteran industry publicist and executive, will be master of ceremonies tomorrow at 12:30 P.M. when the Associated Motion Picture Advertisers, Inc., honor Si F. Seadler of Loew's, Inc., at a testimonial luncheon at the Piccadilly Hotel here.

Bergman is a former publicity and advertising chief for Publix Theatres, Columbia and Fox companies, and for many years was in charge of public relations for Universal Pictures. He has also served with the Motion Picture Association of America, and is a long-time acquaintance of Seadler.



Maurice Bergman

Newsreels to Ask

(Continued from page 1)

to appoint a committee to study the situation and, presumably, present the newsreels' case to Academy officials. The newsreels asked for their own awards category last year but were told their entries would have to be limited to a new documentary newsreel category within the existing documentary short subjects division. Thus they are obliged to compete for nomination with color documentaries, foreign short subjects and the like, none of which are related in any way to newsreels.

The result was that although News of the Day entered two documentary newsreel subjects, no newsreel entry is represented in the present nominations for April 4 awards.

Despite the newsreels' dissatisfaction with their treatment by the Academy, each of the three newsreels—Universal, Movietone and News of the Day—agreed at last week's meeting to carry a message alerting theatre audiences to the April 4 telecast.

'Pirates' Film

(Continued from page 1)

Perceptovision and Eastman color, the producer said here.

"This unnecessary elements of shock and gore have not been used in this picture," Gordon told the press Friday at the UA home office. Instead, he said, the \$1,000,000 production, "highly polished and technically expert," is a family type picture that will also be of considerable interest to adults. Gordon produced and directed the picture, his ninth preadult film.

Mrs. Burtus Bishop, Sr.

WINSTON-SALEM, N. C., Feb. 22. — Mrs. Burtus Bishop, Sr., mother of Burtus Bishop, Jr., assistant general sales manager of M-G-M with headquarters in New York, died here last week.

Pickus Report Says Quality TV Needs Best People, Money

(Continued from page 1)

Hotel here this afternoon for a three-day meeting.

Reminding exhibitors their job is to try to "wing the last penny out of the films we play and will be playing," Pickus said: "I urge you to look ahead. Let our competition, be it television, night baseball, bowling or anything else, take care of its own problems. Let us concentrate on our own business, on how we can improve our grosses, build up our attendance, and make the motion picture theatre the place where everyone wants to go for good entertainment."

Pickus told the TOA board that the product shortage continues to be exhibition's "greatest problem." He expressed the hope that the conference of a TOA committee with the Screen Producers Guild delegation in Hollywood on March 2 "will provide the key to this critical problem."

Points to 'Eager Market'

"I am most hopeful," Pickus said, "we will be able to show the producers graphically how badly we need more product; how an eager market exists for their product; that we understand and appreciate their picture-making problems and stand ready to assist them in every conceivable way to encourage the making of more pictures."

Pickus invited board members to suggest subjects for the TOA committee to take up with the SPG group. Among the things he said he wishes discussed are production of pictures specifically for "kiddie shows"; research "that will teach us how we may better merchandise our product in order to get people back into our theatres, how we can standardize ratios and sound so that projection will be improved, and how we can remodel and renovate our theatres within practical limits to make people want to come to our theatres."

Cites Product Decrease

He pointed out that a recent TOA study had shown that only 224 pictures were released by the 10 largest film companies last year, or 107 fewer than all Hollywood releases the year before; 175 fewer than in 1950 and 249 fewer than in 1940. For 1960, 185 have been scheduled for release thus far, a dozen of which were produced abroad "and have limited appeal," Pickus said.

"Movies are still the best entertainment buy and there is some excellent product among the current and forthcoming releases," he said. "But there is a need for more of them in order that the exhibitor may provide consistently good entertainment."

He referred to recent and continuing business improvement, "despite our product problems and commended the companies for spreading their top quality releases more and more over the full year instead of holding most for holiday and mid-summer release.

Quality in television not only in U.S. but abroad requires not only "best people but money," Lee Goldenson, president of American Broadcasting-Paramount Theatres, a gathering of some 150 representatives of advertising agencies, sports and the press at a luncheon at Savoy Hilton Hotel here Friday.

The luncheon was for the purpose of detailing the operation and position of the recently announced form of the new Central American TV work, in which the American Broadcasting Company is taking an important part.

"Real quality in TV," said Goldenson, "can only be obtained through the apportioning of costs among sponsors over the world."

Operation Changes Set For MGM-TV Division

A revised policy for the operation of the Commercial and industrial department of MGM-TV has been announced by Robert H. O'Connell, vice-president of Loew's, Inc.

In the future, MGM will coordinate the efforts of its commercial and industrial film department toward producing television material with the scope and importance which the outstanding studio facilities and personnel of MGM are a requisite, he said. These can be produced at MGM to achieve the maximum in quality and economy pointed out. This is a revision of past policy of competitive bidding on any and all commercial productions submitted to the studio.

Foreign Films

(Continued from page 1)

foreign film world—in America—that are no more "sure-seaters." Today are more likely to be packed with patrons watching their foreign favorites, Levin said.

However, he said, exhibitors need be warned that just because a film not made in Hollywood does not mean that the picture is an "art" film good for the small, specialized theatre. "On the other hand, there is no reason that an imported film because striking theme should be loaded in conventional, commercial theatre expected to draw a wide audience both the art-minded and the regular theatre patron."

Loew's Circuit

(Continued from page 1)

will be held in New York City about March 15.

Judge Edmund L. Palmieri considers the proposal whereby Loew's Orpheum, St. Louis, at present motion picture theatre seating a 1,900, will be turned back to the landlord, who will operate it as legitimate theatre. At the same time the landlord will turn over to Loew's the American, at present a legitimate theatre, to become a motion picture operation.

The finest carbons ever made...



PROJECTOR CARBONS

A STATEMENT OF FACTS

The Screen Actors Guild has taken a strike vote.

The jobs of employees of the Hollywood studios, and the future of the studios themselves are threatened if the actors strike.

What are the facts in this situation?

Fact No. 1 is the strike issue. Why are the actors contemplating this action?

The answer is very simple: They want to be paid twice for doing one job.

They want to be paid again if theatrical films made since August 1, 1948, and to be made in the future are exhibited on television.

They want this regardless of how well they were paid when they did their work. This is the only vital issue.

Every other demand of the Actors Guild, including the Health and Welfare and Pension Plan, can satisfactorily be resolved by negotiating in good faith.

Fact No. 2 is the dilemma in which this issue places the industry. Every Hollywood film is a major financial investment. Some films are successful. Some lose money. The successes must carry the whole production program. To do this they must bring in every bit of revenue possible—first runs, subsequent runs, drive-in runs, re-runs, 16mm runs and television. All these are boxoffice—and all these are necessary for the economic health of the industry. It makes no more sense to limit the television boxoffice than it would to limit the reissue or drive-in boxoffice.

Yet that is what the Guild's demands would do.

On the other hand, television revenue from pre-1948 theatrical films already has been reinvested in the production of motion pictures resulting in the continuance of employment in Hollywood film making.

Despite these facts the actors are considering a strike which would jeopardize the jobs of workers in every branch of the motion picture industry, the very industry itself, and the incomes of thousands of other people and companies throughout the United States and the world, whose main source of revenue is derived from motion pictures.

**THIS AD IS PLACED AS AN INDUSTRY SERVICE BY THE
ASSOCIATION OF MOTION PICTURE PRODUCERS**

NOMINATIONS for 1959 'OSCARs

MOTION PICTURE

"Anatomy of a Murder," Otto Preminger, Columbia Pictures, Otto Preminger, producer.
 "Ben-Hur," Metro-Goldwyn-Mayer, Sam Zimbalist, producer.
 "The Diary of Anne Frank," 20th Century-Fox, George Stevens, producer.
 "The Nun's Story," Warner Brothers, Henry Blonke, producer.
 "Room at the Top," Romulus Films, Ltd., (British), Continental Distributing, Inc., John and James Woolf, producers.



ACTOR

Laurence Harvey in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc.
 Charlton Heston in "Ben-Hur," Metro-Goldwyn-Mayer.
 Jack Lemmon in "Some Like It Hot," Ashton Productions and the Mirisch Co., United Artists.
 Paul Muni in "The Last Angry Man," Fred Kohlmer Prods., Columbia.
 James Stewart in "Anatomy of a Murder," Otto Preminger, Columbia.

SUPPORTING ACTOR

Hugh Griffith in "Ben-Hur," Metro-Goldwyn-Mayer.
 Arthur O'Connell in "Anatomy of a Murder," Preminger-Columbia.
 George C. Scott in "Anatomy of a Murder," Preminger-Columbia.
 Robert Vaughn in "The Young Philadelphians," Warner Brothers.
 Ed Wynn in "The Diary of Anne Frank," 20th Century-Fox.

ACTRESS

Doris Doy in "Pillow Talk," Arwin Prods., Universal-International.
 Audrey Hepburn in "The Nun's Story," Warner Brothers.
 Katharine Hepburn in "Suddenly, Last Summer," Horizon Prods., Columbia.
 Simone Signoret in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc.
 Elizabeth Taylor in "Suddenly, Last Summer," Horizon Prods., Columbia.

SUPPORTING ACTRESS

Hermione Boddeley in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc.
 Susan Kohner in "Imitation of Life," Universal-International.
 Juanito Moore in "Imitation of Life," Universal-International.
 Thelma Ritter in "Pillow Talk," Arwin Prods., Universal-International.
 Shelley Winters in "The Diary of Anne Frank," 20th Century-Fox.

DIRECTION

"Ben-Hur," M-G-M, William Wyler.
 "The Diary of Anne Frank," 20th Century-Fox, George Stevens.
 "The Nun's Story," Warner Brothers, Fred Zinnemann.
 "Room at the Top," Romulus Films, Continental Distributing, Jack Cloyton.
 "Some Like It Hot," Ashton Prods. and Mirisch Co., U. A., Billy Wilder.

SCREENPLAY

(Based on material from another medium)

"Anatomy of a Murder," screenplay by Wendell Mayes.
 "Ben-Hur," screenplay by Corl Tunberg.
 "The Nun's Story," screenplay by Robert Anderson.
 "Room at the Top," screenplay by Neil Paterson.
 "Some Like It Hot," screenplay by Billy Wilder and I. A. L. Diamond.

STORY AND SCREENPLAY

"The 400 Blows," Les Films du Carrosse et Sedif (French) Zenith International, story and screenplay by Francois Truffaut and Marcel Moussy.
 "North by Northwest," M-G-M, story and screenplay by Ernest Lehman.
 "Operation Petticoat," Granart Co., Universal-International, story by Paul King and Joseph Stone; screenplay by Stanley Shapiro and Maurice Richlin.
 "Pillow Talk," story by Russell Rouse and Clarence Green; screenplay by Stanley Shapiro and Maurice Richlin.
 "Wild Strawberries," Svensk Filmindustri, Janus Films (Swedish), story and screenplay by Ingmor Bergman.

FILM EDITING

"Anatomy of a Murder," Louis R. Loeffler.
 "Ben-Hur," Ralph E. Winters and John Dunning.
 "North by Northwest," George Tomasini.
 "The Nun's Story," Walter Thompson.
 "On the Beach," Lomitas Prods., United Artists, Frederic Knudtson.

ART DIRECTION (BLACK & WHITE)

"Career," Hal Wallis Prods., Paramount, Hal Pereiro and Wolter Tyle, decoration by Som Comer and Arthur Krams.
 "The Diary of Anne Frank," Lyle R. Wheeler and George W. Davis; set decoration by Walter M. Scott and Stuart A. Reiss.
 "The Last Angry Man," Corl Anderson; set decoration by William Kiernor.
 "Some Like It Hot," Ted Howorth; set decoration by Edward G. Boyle.
 "Suddenly, Last Summer," Oliver Kessel and William Kellner; set decoration by Scot Slimon.

ART DIRECTION (COLOR)

"Ben-Hur," William A. Horning and Edward Carfogno; set decoration by Hunt.
 "The Big Fisherman," Rowland V. Lee Prods., Buena Vista Film Distributing, John Decuir; set decoration by Julia Heron.
 "Journey to the Center of the Earth," Joseph M. Schenck Enterprises, Inc., Coogo Mooga Film Prods., Inc., 20th Century-Fox, Lyle R. Wheeler, Bochelin and Hermon A. Blumenthal; set decoration by Walter M. Scott and Joseph Kish.
 "North by Northwest," William A. Horning, Robert Boyle and Merrill Py, decoration by Henry Groce and Frank McKelvy.
 "Pillow Talk," Richard H. Riedel; set decoration by Russell A. Gausman and Ruby R. Levitt.

CINEMATOGRAPHY (BLACK & WHITE)

"Anatomy of a Murder," photographed by Sam Leovitt.
 "Career," photographed by Joseph Loshelle.
 "The Diary of Anne Frank," photographed by William C. Mellor.
 "Some Like It Hot," photographed by Charles Long, Jr.
 "The Young Philadelphians," photographed by Horry Stradling, Sr.

CINEMATOGRAPHY (COLOR)

"Ben-Hur," photographed by Robert L. Surtees.
 "The Big Fisherman," photographed by Lee Garmes.
 "The Five Pennies," Deno Prods., Paramount, photographed by Daniel L.
 "The Nun's Story," photographed by Franz Ploner.
 "Porgy and Bess," Samuel Goldwyn Prods., Columbia, photographed by Shamroy.

COSTUME DESIGN (BLACK & WHITE)

"Career," Edith Head.
 "The Diary of Anne Frank," Charles Lemoire and Mory Wills.
 "The Gazebo," Avon Prods. M-G-M, Helen Rose.
 "Some Like It Hot," Orry-Kelly.
 "The Young Philadelphians," Howard Shoup.

COSTUME DESIGN (COLOR)

"Ben-Hur," Elizabeth Haffenden.
 "The Best of Everything," Company of Artists, Inc., 20th Century-Fox, Palmer.
 "The Big Fisherman," Renie.
 "The Five Pennies," Edith Head.
 "Porgy and Bess," Irene Shoraff.

MOTION PICTURE SCORE

(For the most effective scoring of a musical)

"The Five Pennies," Leith Stevens.
 "Li'l Abner," Panamo and Frank, Paramount, Nelson Riddle and Joseph Lilley.
 "Porgy and Bess," Andre Previn and Ken Dorby.
 "Say One for Me," Bing Crosby Prods., 20th Century-Fox, Lionel Newman.
 "Sleeping Beauty," Walt Disney Prods., Buena Vista Film Distribution, George Bruns.

MOTION PICTURE SCORE

(For the most effective scoring of a drama or comedy)

"Ben-Hur," Miklos Rozsa.
 "The Diary of Anne Frank," Alfred Newman.
 "The Nun's Story," Franz Waxman.
 "On the Beach," Ernest Gold.
 "Pillow Talk," Frank Devol.

BEST SONG

"The Best of Everything," from "The Best of Everything," music by Alfred Newman, lyrics by Sammy Cohn.
 "The Five Pennies," from "The Five Pennies," music and lyrics by Sylvio Fi.
 "The Hanging Tree," from "The Hanging Tree," Barado Prods., Warner music by Jerry Livingston, lyrics by Mack David.
 "High Hopes," from "A Hole in the Head," Sincap Prods., United Artists, music by James Van Heusen, lyrics by Sammy Cohn.
 "Strange Are the Ways of Love," from "The Young Land," C. V. Whitney tunes, Inc., Columbia, music by Dimitri Tiomk'n, lyrics by Ned Washington.

MOTION PICTURE DAILY

All the News That's News

Concise and to the Point



57, NO. 36

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 24, 1960

TEN CENTS

SCREEN ACTOR GUILD SETS MAR. 7 STRIKE CALL

Make Up Theatres' Age Law Views

From THE DAILY Bureau
 WASHINGTON, Feb. 23. — Prob- of theatres were specifically ght up at a closed meeting of Senate labor committee today to ss proposed minimum wage leg- on. No announcement of action made but it is understood that mpromise to take care of some he theatres' problems is under ideration by the committee. he compromise reportedly con- of giving the Secretary of Labor etion to exempt from the mini- age wage law both under-age and -age part-time employees. Pre- bly this would cover most of the oyes whose inclusion under the te would be a problem to thea-

n. Kennedy (D., Mass.) sponsor
 (Continued on page 3)

Brodsky Named Fox Publicity Assistant

ck Brodsky has been named as- tant publicity manager at 20th Cen- -Fox, it was announced by Ed- l E. Sullivan, publicity director. lsky will work under Nat Weiss, icity manager.

his new post, Brodsky will con-
 (Continued on page 2)

Memphis Censors Ban 'Land' Second Time

Special to THE DAILY
 MEMPHIS, Feb. 23. — With a at of court action hanging over a, members of the Memphis board censors today banned the film, and in the Sun" from Memphis ens.

rs. Judson McKellar, chairman,
 (Continued on page 2)



20th's "MASTERS OF CONGO JUNGLE" SNOWBALLS TO SMASH GROSSES* DESPITE RECORD PITTSBURGH SNOWFALL! Check Mgr. Bernie Hickey at the Fulton Pitt.

*Beats "Say One For Me", "Blue Denim", "The Best of Everything"!

Advt.

Allied Urges Support For M.P.I.-Marcus Plan

From THE DAILY Bureau
 WASHINGTON, Feb. 23.—Motion Picture Investors "deserves the sup- port of exhibitors" in its plan to use funds being raised through the sale
 (Continued on page 8)

Holiday Business Good Around Times Square

The Washington's Birthday three- day weekend produced outstanding business at first-run theatres around Manhattan, especially in the Times Square area..

"Sink the Bismarck" at the Para-
 (Continued on page 3)

Parent Best Censor, 'Life' Article Says

There is only one "effective film censor in the United States today"— the individual parent in the home— and "his job is getting more difficult by the hour." This is the conclusion
 (Continued on page 3)

Film-Approval 'Seal' In Younglove-Duffy Bill

Special to THE DAILY
 ALBANY, N.Y., Feb. 23. — Intro- duction by Assemblyman Joseph R. Younglove, Johnstown Republican, and chairman of the Joint Legislative
 (Continued on page 3)

Board Vote Unanimous; Boren Voices Regret, Looks to Thursday Meet

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 23. — The Screen Actors Guild has called a strike of all actors in theatrical motion pictures to start at 12:01 A.M., Mon- day, March 7.

The decision to call the strike and the time of its start was voted unani- mously by the guild's board of direc- tors after the membership overwhelm- ingly approved such authorization.

"The producers have left the guild no alternative but to call a strike," John L. Dales, national executive secretary, said, adding, "the company presidents have given the producer
 (Continued on page 8)

TOA in Peace Plea To SAG, AMPP

By E. H. KAHN

WASHINGTON, Feb. 23.—Theatre Owners of America has urged both film companies and labor guilds to "avoid a strike which would jeopard- ize theatres and interrupt the current upswing in business."

At the end of its mid-winter meet-
 (Continued on page 8)

Exhibitors Told of Big U-I 'Snow' Campaign

By SAUL OSTROVE

Universal-International will spend \$250,000 between now and April 24 to publicize "The Snow Queen," the company's Easter release, in a thor- ough all-media and merchandising tie- in drive, 50 representatives from Greater New York circuits and inde- pendent theatres were told yesterday
 (Continued on page 2)

KEEP YOUR EYE ON BRIGITTE BARDOT'S BIG BOXOFFICE DIFFERENCE!

COLUMBIA PICTURES presents



PERSONAL MENTION

ROGER H. LEWIS, United Artists vice-president in charge of advertising, publicity, and exploitation, will arrive in Hollywood today from New York for promotion conferences. He returns here tomorrow.

CHARLES OKUN, in charge of theatre sales for Coca-Cola, has left Florida for Washington, D. C., and will attend the Coca-Cola regional meeting in Chicago before returning to his New York office about March 10.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, **BERNARD LEVY**, leaves Hollywood today for Phoenix.

HOWARD MINSKY, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, will be in Toronto from New York today through Friday.

EDWARD S. FELDMAN, international publicity coordinator for Ray Stark's "The World of Suzie Wong," left New York last night for London.

New Kilpatrick Post

Bill Kilpatrick, long-time associate of press agent Bill Doll and a publicist for such films as "Around the World in 80 Days," "Porgy and Bess," "Hercules" and "Jack the Ripper," has resigned from Joseph E. Levine's Embassy Pictures Corp. to become assistant to the president in charge of advertising and public relations for Konstantin Kalser's Marathon TV Newsreel.

Prior to his association with Doll, Kilpatrick served five years as director of public relations for Sikorsky Aircraft.

gems of showmanship!...

SPECIAL TRAILERS

by **national screen service**

'Snow Queen' High Court Clears Way Name Brodsky

(Continued from page 1)

at a campaign luncheon held at the U-I home office here.

To fully publicize the full-length feature cartoon in Eastman Color, U-I hopes to combine the best of "Walt Disney-type salesmanship and the best of our own showmanship," said Philip Cerard, Eastern advertising and publicity director.

Comic pages in the Sunday supplements of the *Daily News*, *Journal-American* and *Daily Mirror* will feature ads for "The Snow Queen" next month. The April number of *Parents Magazine* and the April 12 issue of *Look* also will have ads for the film, producing an all-publications circulation of 7,000,000 in Metropolitan New York devoted to exploitation for the film.

Local children's shows on radio and television will lend their services to "The Snow Queen" drive during the next six weeks, as will several adult programs.

A special events tie-in will be the celebration April 2 of the 155th birthday of Hans Christian Andersen, author of "The Snow Queen."

Crossinger's Hotel in New York State this weekend will observe a "Snow Queen" winter carnival which includes a preview of the picture. National, press, radio and television coverage is guaranteed for the event, Gerard said.

Stars of the picture, whose voices are dubbed in the Russian-produced film, will make key city publicity tours during the campaign.

ACE Executive Group To Meet Here Friday

A meeting of the executive committee of the American Congress of Exhibitors has been called for Friday morning at the Stanley Warner home office board room here. An agenda for the meeting had not been completed yesterday, according to Merlin Lewis, ACE executive secretary.

With no possibility of another meeting between the ACE executive committee and the Motion Picture Association of America's exhibitor relations committee being held this month, ACE is now looking to such a session some time in March, dependent on the Hollywood strike situation.

Memphis Censors

(Continued from page 1)

announced the film was banned because it is "obscene." This film was banned by a previous board in 1957 and was submitted to the 1960 board.

Last week the board banned "Hideout in the Sun," a nudist film. Later this week, it is expected to ban a third film, "This Rebel Breed."

High Court Clears Way For Bertha to Sue N.T.

From THE DAILY Bureau

WASHINGTON, Feb. 23. — The U.S. Supreme Court today denied a writ of certiorari in the case of National Theatres, Inc. In the case of Bertha Building Corp. vs. National Theatres, in refusing to review the decision of August, 1959, of the U.S. Court of Appeals of the second circuit, the Supreme Court makes it possible for Bertha to sue National Theatres, in the New York courts.

Last year National Theatres moved for a summary judgment on the ground that the New York three-year statute of limitations barred the action. The appeals court denied the motion.

Cites Statute of Limitations

In the National Theatres brief, filed with the Supreme Court last November, the petitioner asked for the high court to decide whether the New York three-year statute of limitations applied to a private right anti-trust action for treble damages brought in a Federal Court in New York prior to the effective date of the Federal four-year statute of limitations.

National Theatres pointed out that besides its own case, there are "at least nine anti-trust treble damage actions" pending, with aggregate damages (before trebling) of over \$40 million. Included in the exhibit offered by National Theatres are seven cases involving theatres, and producers, as well.

NT&T Reopens Offer To Purchase NTA Stock

From THE DAILY Bureau

LOS ANGELES, Feb. 23.—National Theatres & Television, Inc., intends to reopen its exchange offer to remaining National Telefilm Associates, Inc., stockholders and warrant-holders, B. Gerald Cantor, NT & T president and chairman of the board, announced today.

NT&T acquired a majority interest in NTA through an exchange offer made on Feb. 16, 1959, to stockholders and warrant-holders of NTA. NT&T now owns 1,114,636 shares representing 87.27 per cent of a total of 1,277,197 shares of the common stock of NTA and owns warrants to purchase 346,590 shares of the common stock of NTA representing 79 per cent of a total of 440,955 shares for which warrants are outstanding.

Lipton Heads Drive

HOLLYWOOD, Feb. 23.—David A. Lipton, Universal-International vice-president, again will head the amusement industry's campaign for the United Jewish Welfare Fund, it was announced at the industry's 1960 organizational meeting here.

(Continued from page 1)

time to serve as the company's New York press representative in addition to assuming additional responsibilities involving promotional activities.



Jack Brodsky

Formerly member of Sunday department of *New York Times*, Brodsky served with U.S. Army in Germany 1953-54 as staff correspondent. Brodsky came to 20th

1957 and has served as the company staff writer and trade press contact prior to his present position.

Columbia Meet Today On 'Strangers' Tie-Up

Special to THE DAILY

CHICAGO, Feb. 23. — Columbia Pictures promotion executives representatives of nine mid-West home-building manufacturers and associations will meet here tomorrow to discuss details of the \$6,500,000 motion tie-up on Richard Quinlan's "Strangers When We Meet."

Twenty-one leading home-build manufacturers are participating in tie-up, which centers around \$250,000 ultra-modern "dream home" that was built for the film. Follow the sessions with the nine manufacturers in the mid-West, subsequent meetings will be held with the remainder of the participating companies in other sections of the country.

aircraft: **COMET 4**
(pure jet!)

flight: **MONARCH**
(de Luxe and First Class only)

frequency: **NIGHTLY**
(leaves New York at 9 p. m.)

destination: **LONDON**



reservations through your Travel Agent
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Sound, Special Effects Nominations for 'Oscar'

listing nominations for the 1959 Academy Awards in MOTION PICTURE yesterday two categories — sound and special effects—had to be listed because of space considerations. The record they are reprinted below:

For the best achievement in sound effects—"Ben-Hur," MGM Studio Sound Dept., Franklin E. Milton; "Journey to the Center of the Earth," 20th Century-Fox Studio Sound Dept.; Carl Kner, sound director; "Libel!" London Sound Dept. (British); "The Story," Warner Bros. Studio Dept., George R. Groves, sound director; "Porgy and Bess," Samuel R. Taylor, sound director; "The Sandlot," Gordon Sawyer, sound director, and "The Sandlot," Fred Hynes, sound director.

For the best achievement in special effects—"Ben-Hur," MGM, A. J. Gillespie and Robert MacDonogh; "Journey to the Center of the Earth," 20th-Fox, L. G. Abbott and Harry Leonard, sound effects.

Parent Best Censor

(Continued from page 1)

led by William K. Zinsser, former film critic for the New York Herald Tribune, in an article on censorship in the Feb. 29 issue of Life magazine, published today.

Asserting that American films have tended to be "family entertainment," Zinsser cited examples of the "frank" subject matter being employed in both recent and forthcoming pictures. "It has stirred 'cries of alarm round the land," he says, "but the reaction is no simple organized form. It exists, instead, of a general awareness that American movies have suddenly become more 'frank,' 'adult' or 'racy,' that the public morality may somehow be in danger, and that perhaps something ought to be done about it."

Sees New Demands

Zinsser predicts new demands for censorship in 1960 and also for some change in classification. "Neither of these cures," he adds, "is likely to work." The reason: "The new freedom (of subject matter and treatment) is more a revolution within the film industry itself. It is part of a change in entertainment appetites of the nation as a whole." As a result, he concludes, "the task of policing American movies in the changing era of frank expression will be in two places. The first is Hollywood itself, for if the motion picture industry misuses its freedom, public opinion will soon snatch that freedom away." The other he defines as the parent, bringing "true censorship, like charity, begins at home, the one place where incontestably belongs."

Mail Reaction Reported Adverse to N. Y. Film Classification Bills

Special to THE DAILY

ALBANY, N.Y., Feb. 23.—The mail reaction to film ratings (classification) bills has been "bad" (that is, adverse) in the Assembly Education Committee, a spokesman said today. Pending before that committee are:

A measure by Joseph R. Younglove, Johnstown Republican, and chairman of the Joint Legislative Committee on Offensive and Obscene Material, empowering the State Education Department's motion picture division, when authorized by the Regents, to classify as unsuitable for children subject to the compulsory education law (to 16) a film which, though licensed, portrays nudity, horror, violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships "to an extent believed by the division contrary to the proper mental, ethical and moral development" of such children.

One Bill 'For Adults'

An act by Luigi Marano, Brooklyn Republican, permitting the motion picture division director to classify a film for "adults only"—under standards and regulations established by the Regents—and to make unlawful the admission of anyone under 19, with a \$25 fine for violation.

Assemblyman Joseph J. Weiser, New York City Democrat, is sponsor of a bill identical with Younglove's.

Marano, who won the support of the Catholic War Veterans and some other Catholic groups in Brooklyn, for several years, to a three classifications measure (sponsored this year by Senator William F. Conklin), has made a determined effort to widen the basis of backing for his adult-classification-and-fine legislation.

The *Tablet*, organ of the Brooklyn Catholic Diocese, approved it in a "nice" editorial several weeks ago, according to Marano. There has been no written comment locally, although the reaction of several organizations has been sought.

Dr. Hugh M. Flick, former director of the motion picture division and present executive assistant to State Education Commissioner James E. Allen, Jr., is on record for "classification," without specifying any particular bill.

Same as Last Year's Measure

When prefiling his, Younglove issued a statement to the effect that joint committee had submitted the same bill last year, had conducted hearings at which many representatives of the motion picture industry testified, and had "conferred with leading producers, distributors and exhibitors and with representatives of the Motion Picture Production Code Administration."

"It was the committee's expressed hope that voluntary and effective self regulation and improvement would result within the industry, following evidences of deep public concern in this state and throughout the nation," Younglove said.

"Unfortunately, such self-regulation and improvement have not materialized."

Holiday Grosses

(Continued from page 1)

mount broke the all-time record for Washington's Birthday at the theatre by returning \$11,500 for the day. "On the Beach," in its ninth week at the Astor, grossed \$29,882 for the weekend, topping the Lincoln's Birthday three-day gross by more than \$5,000.

In its ninth week at the Criterion, "Suddenly, Last Summer" did a good \$25,072. "Our Man in Havana" drew \$16,615 for the three days at the Forum, and 14,764 at the Trans-Lux 52nd Street, where the film is playing day-and-date. "The Mouse That Roared" continued its steady business at the Guild by grossing \$8,156 for the three-day period, part of the 18th week of the run.

Music Hall Crowded

"Once More, With Feeling," in its second week at the Music Hall, turned in \$95,791 over the weekend. At the Trans-Lux Normandic "Swan Lake" grossed \$6,641 for the three days. "Rosemary," German film in its sixth week at the Beekman, broke a Washington's Birthday house record when it took in \$3,348 for the day, highest holiday gross in the history of the theatre.

The four-day weekend figure for "Ben-Hur" at Loew's State was \$34,680. At the Capitol, "The Last Voyage" produced \$26,000 for the same four days.

"Operation Petticoat," which began its first New York break last Wednesday at 68 houses, was headed for a record \$860,000 on its seven-day engagement.

Favorably Report Tax Foreign Investment Bill

From THE DAILY Bureau

WASHINGTON, Feb. 23.—The Ways and Means Committee has favorably reported H.R. 5, the Boggs (D., La.) foreign investment incentive tax bill. In its report the committee makes it clear that the motion picture industry can hope to benefit from the tax deferral features of the bill, but that this will not be an easy thing to do. One Democrat and 10 Republicans dissented to the report.

he bill permits deferral of U.S. tax on certain income earned abroad until the funds are distributed or brought back into this country. Though the measure imposes a 25 per cent limit on such income in computing deferral eligibility, the report points out: to the extent that income from patents, copyrights, etc., may qualify as income from the active conduct of a trade or business or as income other than dividends . . . the 25 per cent restriction does not apply."

Film-Seal Bill

(Continued from page 1)

Committee on Offensive and Obscene material, and by Sen. Thomas A. Duffly, Long Island City Democrat, of a bill amending Section 122 of Education Law to provide that the state's motion picture division, when it has licensed a film, may classify it as approved for patronage by children attending elementary and secondary schools, and shall, if authorized by the Regents, have the authority to award the producers, distributors or exhibitors of any film so classified "a seal or other appropriate evidence of its approval," was followed by statements today from Younglove and committee counsel James A. Fitzpatrick, of Plattsburgh, that the new measure has "a positive approach to the problem." It supplants an earlier committee bill dealing with the same subject.

The new proposal adds to the particular section of the statute these words:

"When licensed, a film may be classified as approved for patronage by children attending the elementary and secondary schools of the state. No film shall be so classified if the same portrays nudity or violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships to an extent believed by the division to be contrary to the proper mental, ethical and moral development of such children.

"The division shall maintain a record of all films so approved and shall publish, release or otherwise disseminate such record and at such times and in such manner as may be authorized by the Regents.

"If authorized by the Regents, it shall have the authority to award the producers, exhibitors, or distributors of any film so classified a seal or other appropriate evidence of its approval."

The bill also amends Section 124 of Education Law, to permit an applicant for a license to appeal to the Regents, in the event a film licensed by the motion picture division has not been classified approved for patronage by children as provided in the rewritten section 122.

Wage Law Views

(Continued from page 1)

of the far-reaching minimum wage tender being considered by the committee, proposed an amendment to his bill which would substitute \$1,000,000 for the \$750,000 coverage floor embodied in the bill as it now stands.

Dirkson Feels that Eisenhower Opposes Minimum Pay Hike

WASHINGTON, Feb. 23.—Minority leader Dirksen (R., Ill.) today stated that even though labor secretary Mitchell has said that a "modest increase" in the minimum wage would not be inflationary, he has no reason to believe that the Administration and the President favor any increase.

He added that he has not changed his own view of opposition to raising the pay floor.

THE



AMERICAN INTERNATIONAL PICTURES MARCH '60

Cinemagic

An adventure into the 4th dimension
that takes you on man's
first invasion of...



starring Gerald Mohr • Nora Hayden in **COLOR**

THE ANGRY RED PLANET

AMERICAN INTERNATIONAL PICTURES APRIL '60

A tower of *terror* ... a spectacle of *fun*!

CIRCUS OF HORRORS

starring ANTON DIFFRING • ERIKA REMBURG • YVONNE MONLAUR and 200 international circus performers in **COLOR**

AMERICAN INTERNATIONAL PICTURES MAY '60

starring TERRY MOORE • DEBRA PAGET IN

GIRL ON DEATH ROW

The true story of the guilty and the innocent!

TEST OF TRUTH

American International
PICTURES

As in "Goliath And The Barbarians"... *American International* has "Muscles"... *at the Box Office*.

In 1959 we promised you top Product... *we delivered!*
This was our first test of truth.

Here are six more box office Giants... coming to you in 1960. This is our second test of truth... *and we WILL deliver again!*

AMERICAN INTERNATIONAL PICTURES JUNE '60

From the pen of the genius of terror...

EDGAR ALLAN POE'S

THE FALL OF THE HOUSE OF USHER

starring VINCENT PRICE



IN CINEMASCOPE AND COLOR
MARK DAMON • MYRNA FAHEY

AMERICAN INTERNATIONAL PICTURES COMING in '60

IN COLORSCOPE

KONGA

... As big as "KING KONG"



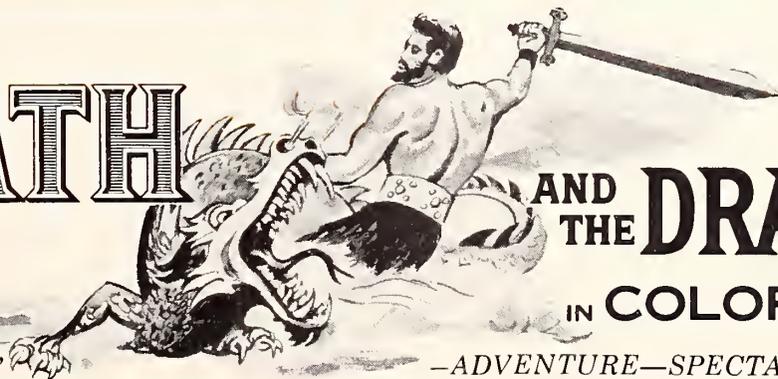
AMERICAN INTERNATIONAL PICTURES COMING in '60

GOLIATH

AND THE DRAGON

IN COLORSCOPE

In the tradition of "GOLIATH"



—ADVENTURE—SPECTACLE—ACTION!

MORE

The Screen Actors Guild has taken a strike vote against the major studios. The Guild's board stated, in a "white paper" sent to members, that an impasse in negotiations had been reached as a result of "the refusal of producers to make any substantial concessions on several vital issues."

WHAT ARE THE FACTS?

THESE ARE THE FACTS:

The producers started negotiating with the Guild on December 7, 1959, and have continued negotiating in good faith on the 45 demands which the Guild proposed as basis for a new contract.

Since December 7, the producers have met formally with the Guild negotiators nine times.

Considerable progress has been made.

The producers agreed to 14 of the demands on the Guild's terms.

The Guild withdrew four proposals.

On 12 others, negotiations have reached what the producers consider an area of agreement. The producers have offered pay raises ranging upward from 10 per cent. They offered to increase the lowest rate for which an actor can work from \$90 a day to \$99 a day. They offered to raise the weekly minimum from \$300 to \$330.

On the remaining points the producers have offered to negotiate all points which are negotiable, including a demand for a health and welfare and pension plan.

The producers were able to negotiate health and welfare and pension plans with the industry's craft workers which are outstanding models of labor-management cooperation. If the actors wish to negotiate this issue in good faith, equivalent results can be achieved with them.

This ad is one of a series placed as an industry

ACTS...

So there is ONLY ONE VITAL POINT really at issue—the actors' demand to be paid twice for doing one job.

They want a second payment if theatrical films made since August 1, 1948, or to be made in the future, are shown on television. They want this even for the players who are paid \$500,000 or more per picture, the players who get a percentage of gross or profits, as well as for the bit players who get \$90 or more per day.

The producers consider this demand to be paid twice for one job unreasonable and unrealistic. They have always considered it so and have always stated their position plainly.

The Guild's "white paper" said there has been "widespread acceptance" of the plan of additional payment for TV exhibition of theatrical films and that "suddenly" the major companies have changed their position.

The major studios rejected the plan in 1948, just as they reject it in 1960.

Since 1948 the collective bargaining agreement with the Screen Actors Guild has read: "The producers take the position that as to all film they have the unrestricted right to use the same for any purpose . . . The producer does not by this contract surrender any property rights which it has in any film (new or old), nor does it surrender its right to dispose of or license the use of film (new or old); it has merely agreed that under the conditions in this contract set forth, the Guild may cancel this contract."

This clause is in the contract which expired on January 31, 1960.

The producers have been consistent.

On the other hand, for 12 years since the 1948 contract was signed, the Guild has accepted the principle that pay TV is an extension of the theatre box office.

Now "suddenly" the Guild declares that pay TV is not an extension of the theatre box office but is an additional exposure of the actor for which he seeks an additional payment. The Guild says that additional exposure decreases actors' employment.

The fact is that employment of actors in Hollywood is at an all-time high.

We repeat, there is just one issue—the actors' demand to be paid twice for doing one job.

THESE ARE THE FACTS

TOA to Seek Para. Actor Guild Sets Strike Call for March

Decree Revisions

From THE DAILY Bureau

WASHINGTON, Feb. 23.—Theatre Owners of America today called upon the anti-trust division of the Department of Justice for revisions in the decrees in the U.S. vs. Paramount case which would permit theatre mergers, and the production and distribution of pictures with pre-emptive rights by former affiliated circuits.

The board of directors and executive committee of TOA, meeting here yesterday directed its decrees revision committee to confer at the earliest possible date with Robert A. Bicks, Acting Assistant Attorney General in charge of the anti-trust division, to ask for these changes. Bicks is on vacation at present.

Suggested at Previous Meeting

The decrees revision committee had recommended these changes following an earlier meeting. Co-chairmen of the committee are Sumner M. Redstone of Boston, assistant to the TOA president, and George G. Kerasotes of Springfield, Ill, chairman of the board. Members of the committee are: Stuart Aarons, New York; Myron N. Blank, Des Moines; Roy Cooper, San Francisco; M. Spencer Leve, Los Angeles; E. LaMar Sarra, Jacksonville; Mitchell Wolfson, Miami; Sidney Markley, New York; and Herman M. Levy, New Haven, TOA's general counsel.

The board and executive committee authorized the decrees revision committee to meet as soon as possible with Bicks for a full discussion of the matters contained in its report and other critical problems affecting the industry and arising out of provisions in the Paramount case decrees.

TOA Hails Paramount For Using Technirama

From THE DAILY Bureau

WASHINGTON, Feb. 23.—Theatre Owners of America today hailed the announcement by Paramount Pictures that it would produce its future films in the Technirama anamorphic process as a progressive step towards the standardization of projection processes.

Albert M. Pickus, TOA president, announced that the mid-winter combined meeting of the board of directors and executive committee meeting yesterday at the Mayflower Hotel here praised Paramount for this step.

Correction

A story, under Albany dateline, in MOTION PICTURE DAILY, Feb. 15, on the introduction of a bill by Senator Jacob H. Gilbert, Bronx Democrat, amending the general business law, to fix a new ceiling for placement in theatrical employment, stated that the present rate is five per cent of the weekly wages through the first two weeks of a single engagement. This was a typographical error: the correct period for the five per cent payment is 10 weeks.

(Continued from page 1)

negotiating committee a mandate not to negotiate on such subjects as the TV exhibition of theatrical pictures, both as to pictures made since 1948 and as to pictures to be made in the future.

"Their negotiating committee sits on its hands while their publicity committee 'negotiates' in the press.

"Nor has progress been made on guild's pension and welfare proposal, in spite of producer claims to the contrary.

"In public statements, the producers have sought to create the impression that the actors are rolling in wealth, ignoring the fact that 69.1 per cent of all guild actors earn less than \$4,000 yearly, 85 per cent less than \$10,000.

"They have sought to create the

impression that guild proposals are new and revolutionary, whereas the fact is that these principles are well established and accepted by the industry and the producers themselves in many areas of guild bargaining.

"The producers' short-sighted, beligerent attitude has brought us to the present situation."

Commenting on the announced intention of the actors to strike, the Writers Guild today said:

"As responsible members of the Hollywood community we regret the necessity of a strike at any time. However, the producers have taken the same intransigent attitude with the actors that they took with the writers guild. Like us, the S.A.G. was left with no other choice but to strike. We sincerely hope that this action on

the part of the actors will help speed an equitable solution for concerned."

Charles S. Boren, executive vice president of the Association of Motion Picture Producers today issued the following statement:

"We deeply regret the S.A.G.'s action in calling a strike, thus imposing thousands of jobs in the industry as well as the institution of the

'Not the Desire of Producers'

"The suspension of negotiations with the actors was not the desire of the producers. We feel that the resumption of negotiations which is for Thursday at 2 P.M. may narrow the issues between us and preserve the jobs of many innocent bystanders."

TOA for Peace

(Continued from page 1)

ing, the board of directors and executive committee called for a settlement, even on a limited, standby basis. In a statement, which took a glum view of the future of the film industry if there should be a protracted work stoppage, TOA also said it believes that the Screen Actors Guild does not want post-1948 films to be sold to TV because this would cut the grosses of new and current pictures.

TOA added that it believes that the majority of studios have no current intention to sell their post-'48 libraries to TV.

Calls It First Such Action

The statement, which TOA claims to be the first action by an exhibitor organization to seek avoidance of the threatened strike, states:

"Theatre Owners of America notes that exhibitors report increased public response to current releases. This is in great part due to the quality product that has come from Hollywood, to the more intensive merchandising both by distribution and exhibition in the effort by both ends of the business to stimulate additional revenue from each individual feature and perhaps by the increased public awareness that you get more out of picture entertainment by going out to see movies in the theatre.

"An interruption in the present flow of product—and very scanty product it is for a time when the tide of public favor is turning to theatres—a drying up of product will dry up the revival of business under way and a strike will undoubtedly result in a major disaster to every division in the industry.

Fears for 'Thousands of Jobs'

"Thousands of theatres will go dark never to re-open, talent teams will disintegrate, the whole process of motion picture creation will come to a dead stop and literally thousands of jobs will disappear perhaps never to return.

"And a long strike would probably

Nathan, Rothenberg Head Columbia Unit

Columbia Pictures has named Allan Nathan and Bob Rothenberg of the home office exploitation department to head a special promotion unit on four forthcoming Columbia releases, it has been announced by Robert S. Ferguson, national director of advertising, publicity and exploitation.

The four features are: Hammer's "Strangers of Bombay," "The Electronic Monster," Toho's "Battle in Outer Space," and "12 to the Moon." Nathan and Rothenberg will coordinate the promotion campaigns on these films in addition to their regular duties within the exploitation department of the company.

shift the motion picture leadership permanently from our country to the production centers abroad.

"All strikes eventually come to a settlement. It has been proved time after time that a better settlement for both sides could have been made before the strike began than in the embittered and costly atmosphere of a deal after a prolonged stoppage.

"On the production side, we hear repeatedly that the majority of the studios have no current intention to sell their post-'48 libraries to TV. On the labor side, the actors guild has taken the position publicly that they would prefer no sale of post-'48 films because it would cut the grosses of new and current pictures.

"In this atmosphere, is it not possible to effect a settlement of this complex disputed issue for a limited period?"

Strong for Standby Settlement

"A standby settlement would bring great relief to the whole industry and place no road blocks in the upswing of picture income now apparently underway. It is the sincere hope of the Theatre Owners of America that such a settlement can be affected quickly and that the negotiating parties will recognize that their constructive future progress in the business dictates such a solution to this critical situation."

Marcus Plan

(Continued from page 1)

of its stock, with other financing to be obtained by other means, for the purchase of selected films from post-war libraries, Abram F. Myers, AL States board chairman and general counsel, states in a membership bulletin released here.

Myers, who recalls that he "lukewarm" to M.P.I.'s original plan of seeking a stockholders' position in major film companies and endeavoring to influence their policies and from selling their post-'48 libraries to television, notes that the M.P.I. plan has been joined with Ben Marcus Plan for acquiring post-'48 blockbusters for reissue.

Points to Competitive Situation

"Television and the movie theatres are intensely competitive," Myers notes. "Both want and need the post-'48 pictures. It is within the spirit and intent of the anti-trust laws that they compete with each other to secure those pictures. In seeking them, the exhibitors are pursuing a dog-in-the-manger policy. They are seeking the pictures not to keep them away from TV, not to suppress them, but to exhibit them. Therefore, pay no heed to the fanatical ones who are hinting at a strait of trade."

Accompanying the bulletin is a letter from Marcus reporting on his meetings with Walter Reade, M.P.I. on the plan, and suggesting that Allied units be invited to support it.

Interested in Wage Law

The bulletin also urges AL members to "do their part" in the current campaign against proposed changes in the Federal minimum wage law affecting theatres.

Myers also chides 20th Century Fox for terming its selective run at downtown as the "first wave." "The 'first wave' concept," he says, "gave way to 'clearance,' which in turn 'clearance' is being replaced by 'availability' and the word 'first wave' is being replaced by 'first wave.'"

MOTION PICTURE DAILY

57, NO. 37

NEW YORK, U.S.A., THURSDAY, FEBRUARY 25, 1960

TEN CENTS

Year Comparison

First Figures 1958 Film Census Ready

Yearly Will Draw Profile
Industry-Wide Status

From THE DAILY Bureau

WASHINGTON, Feb. 24.—A picture of how the motion picture industry fared over the four year period 1958 is beginning to emerge from raw statistics of the government's Census of Business for selected years. The Commerce Department's primary figures are now available in all major areas of interest to film makers, distributors and exhibitors for the key state of California. With the help of Univac, the Census (Continued on page 5)

Set Regional Drives Brotherhood Week

Regional drives for the motion picture division's 1960 Brotherhood campaign will be formulated at a series of meetings of exhibitor and distributors throughout the country beginning next week.

Announcement of the planning session was made by William J. Heine (Continued on page 5)

Local Booking Set Here for 'Dog of Flanders'

"Dog of Flanders" will open in New York City at Easter time on both East and West sides of the city, it was announced by Alex Harrison, 20th Century-Fox general sales manager. The Robert Radnitz production will premiere at the Baronet and the De Witt Theatres and play day and date through the holiday season.

TELEVISION TODAY—page 4

AMPA Luncheon Lauds Seadler, Seadler Lauds M-G-M Associates

If it were not for Joseph Vogel, Loew's M-G-M president, there would be no "Ben-Hur" today, Si Seadler, MGM advertising manager, told an audience of about 200 at an Associated Motion Picture Advertisers luncheon in his honor at the Hotel Piccadilly here yesterday. "And," Seadler added as an afterthought, "there would be no M-G-M and I wouldn't be standing here talking to you."



Si Seadler

TV-Film Rate Is Included in WGA-'U' Pact

By SAMUEL D. BERNIS

HOLLYWOOD, Feb. 24.—The first contract with a major studio involving the use of post-1948 films for TV, was drawn up today by the Writers Guild of America and Universal-International. It provides for payment to writers of compensation in the event of release of post-1948 pictures to either free television or pay-TV.

The Writers Guild of America-West, meeting here late this afternoon, gave approval to the proposed contract and recommended that the membership ratify the pact at a meeting scheduled later tonight at the Beverly Hills Hotel. Ratification is recommended (Continued on page 4)

It was at Vogel's insistence that production on "Ben-Hur" proceeded, despite advice from bankers and others against putting \$15,000,000 into the picture at the time when the com- (Continued on page 5)

Admission Taxes Hit New High for Quarter

From THE DAILY Bureau

WASHINGTON, Feb. 24.—Higher prices charged for special features, plus increases in regular admissions prices needed to compensate for rising (Continued on page 5)

Over 41% of Films Shown in Belgium in 1959 Came from U.S.; Receipts Were \$5,240,000

From THE DAILY Bureau

WASHINGTON, Feb. 24.—In Belgium last year, there were 448 commercial 35mm feature films distributed, according to Nathan D. Golden, director of the Commerce Department's Scientific, Motion Picture and Photographic Products Division. Of the total, 185 (over 41 per cent) were of U.S. origin, 66 were French, 47 British, 72 West German, 14 Italian, 20 French-Italian, and 44 from other countries. Of the four newsreels released each week, two are French, one Belgian, and one U.S.

The major U.S. film companies distributing directly in Belgium grossed \$5,240,000 or 55 per cent of the total. Under agreement with the Belgian government, 65 per cent of the gross receipts can be remitted to the U.S.

Golden commented that the presence of 350,000 to 400,000 TV sets had a "decided adverse effect" on the film industry. "In addition, unusually fine weather throughout the summer of 1959 proved disastrous for film business and it is believed that the vast majority of theatres operated at a loss during the year."

Johnston Spokesman

Gov't in Move To Hypo U.S. Export Trade

Commerce Dept. Head to Meet Film Officials Mar. 1

By E. H. KAHN

WASHINGTON, Feb. 24.—Motion picture representatives will be the first in a series of 40 industry conferences planned by the Commerce Department to discuss ways in which the Government can give maximum assistance to business in increasing sales of U.S. products abroad.

A meeting with Commerce Secretary Frederick H. Mueller is scheduled for March 1. Acceptances to the closed meeting have already been received from Eric Johnston, president of the Motion Picture Export Association (who will be accompanied by vice-president Kenneth Clark), (Continued on page 2)

SEC Files Stipulation On Fox-Skiatron Stock

From THE DAILY Bureau

WASHINGTON, Feb. 24.—The Securities and Exchange Commission's inquiry into the adequacy and accuracy of a stock registration statement filed by Skiatron Electronics and Television, Inc., today received a lengthy proposed stipulation concerning (Continued on page 4)

Democracy Sought, Not Censorship: Msgr. Reh

Special to THE DAILY

ALBANY, N. Y., Feb. 24.—"The Catholic Church never has had the idea of censorship in the field of communications"; the "necessity of an unwanted negative control" is forced upon the church for no other reason (Continued on page 5)

KEEP YOUR EYE ON BRIGITTE BARDOT'S **BIG BOX OFFICE DIFFERENCE!** (Vive la)

COLUMBIA PICTURES presents

BABE

PERSONAL MENTION

ERIC JOHNSTON, Motion Picture Association president, left Mexico City yesterday for Havana and will return to Washington tomorrow.

MICHAEL TODD, Jr., left New York yesterday for Chicago. He will leave there tomorrow for the Coast.

NORMAN PANAMA and **MELVIN FRANK**, producers, have returned to Hollywood from Europe.

HUGH OWEN, Paramount vice-president, is in Philadelphia today from New York.

DOUG BESHER, assistant to Roy Avey, Georgia Theatre Co. executive, has returned to Atlanta from Florida.

IRVING LESTER, manager of motion picture promotion for *Pictorial Review*, has returned to New York from the Coast.

DINO DE LAURENTIS, producer, and **MARIO MONICELLI**, director, will arrive here today from Rome.

LEONARD ANDERSON, president of Leonard Anderson Associates, returned to New York from the Coast on Tuesday, and left here shortly thereafter for New England.

Ungerfeld, Mrs. Turner Appointed by Universal

Robert Ungerfeld and Mrs. Evelyn Turner have been named to assist Herman Kass, executive in charge of national exploitation for Universal Pictures, it was announced by Philip Gerard, Eastern advertising and publicity director.

Ungerfeld will assist Kass on field exploitation operations of the Eastern advertising and publicity department. He previously was a field exploitation representative working out of New York. Mrs. Turner, who has been a member of the advertising department for the past 12 years, will assist Kass in handling cooperative advertising.

Whenever Seconds Count
Don't take chances—Order

SPECIAL TRAILERS

From Good Old Dependable

FILMACK

1327 So. Wabash Ave.
Chicago (5), Illinois.

Gov't Moves to Hypo Exports

(Continued from page 1)

Norton V. Ritchey, president of Allied-Artists International, and Louis Lober, vice-president, United Artists. Others invited to the meeting include representatives of Paramount, Warner Brothers, and King Brothers Productions. Ellis Arnall, representing the Society of Independent Motion Picture Producers, and a representative of Buena Vista Film Distributing Co. have indicated that they will not be able to attend the session.

It is understood that MPA president Johnston will present the industry's position to the Commerce Department. He will doubtless point out that the industry in its dealings abroad suffers under both screen and import quotas, discriminatory taxation, and other discrimination. It is expected that he will make a strong plea on behalf of the industry for freedom of international trade in motion pictures as an important factor in maintaining a healthy industry.

No Early Solution Expected

There are signs that it could be a mistake to assume that this interest by the Commerce Department in the problems of the motion picture industry necessarily means that an early solution to all problems can be expected. For one thing, the department has in the past had a World Trade Advisory Council which met periodically to advise the department. This operated under substantially the same ground rules as the individual industry groups. The meetings were closed, and industry recommendations and suggestions were not binding upon the department.

Participants in the present meeting have been told by the Secretary that their "service at the conference will be limited strictly to an advisory capacity." Their suggestions and recommendations "will be used as appropriate by those responsible for devel-

oping instructions to U.S. representatives at tariff negotiations and international meetings dealing with trade restrictions." If time permits, the conference will also take up suggestions "for strengthening the work of the Government in export trade promotion," it was pointed out.

A significant advantage of having many small conferences for individual industries rather than a large, unwieldy group like the World Trade Advisory Council is that each industry, including motion pictures, will have an opportunity to express its problems. There will be no question of having 100 different voices expressing opinions on disparate problems.

Industry representatives at the March 1 meeting will be asked to make specific suggestions as to reductions in foreign import restrictions which they believe would be of greatest benefit to motion picture exports, and for related information. They will also be able to express their views on the steps they believe can be taken in international negotiation by the U.S. so as to enable this country "to receive the full benefit . . . that was intended under the General Agreement on Tariffs and Trade (GATT).

Will Deal with 37 Nations

Negotiations under GATT will be conducted with many of the 37 countries that have signed the agreement in Geneva, Switzerland, in the fall. Before they open, the committee for reciprocity information will hold public hearings in Washington.

The Commerce Department says that its objective in these meetings is to "identify as precisely as possible specific impediments to increased export trade, and to attempt to evaluate the volume of additional sales that might result if these impediments were removed or modified."

'Tall Story' Set for RKO Palace in Spring

"Tall Story," Joshua Logan's production of the Howard Lindsay-Russell Crouse stage comedy, for Warner Bros. release, will have its New York premiere this spring at the RKO Palace Theatre.

Windisch Rejoins WB

Irving Windisch has rejoined the Warner Bros. publicity staff in the company's New York office. For the past two years, he has served in executive positions with the Arthur P. Jacobs Company and other independent public relations firms. He held various Warner Bros. publicity posts during a long association with the company prior to November, 1957.

Jerry Lewis Named 'Recruiter-at-Large'

The appointment of Jerry Lewis as "recruiter-at-large" for the Civil Air Patrol's nation-wide youth training program was announced here by Brigadier General Stephen D. McElroy, USAF, national commander of the C.A.P.

The nation-wide recruiting campaign will be coordinated with the release of Lewis' latest Paramount film, Hal Wallis' "Visit to a Small Planet," in which the comedian plays a space man visiting earth.

Roxy Books 'Wind'

20th Century-Fox's "The Wind Cannot Read" will have its New York premiere at the Roxy Theatre early in March.

Schary Says Films Are 'Growing Up'

Motion pictures are growing up keeping pace with the "more complex" American culture, Dore Schary says in an article to be published in *The Reporter*.

The country, Schary says, is able to take a grown-up look at itself. The movies, he hopes, will "reflect an America that has come of age creatively, politically and emotionally . . . The current and coming crop of motion pictures of a number of provocative and unflinching comments on the world around us. Audiences demand it now . . ."

'Mirror of American Character'

Schary says that "through the years the American screen has acted as a mirror of the American character. The article called, "Our Movie Mythology," Schary, tracing American attitudes through films, says the success story has been the American dream. Americans are not drawn to a leader who "love a hero, a winner, a champion," symbolic of the young, courageous men who settled America.

It is no accident, then, Schary writes, "that the most durable and best patronized type of movie is the Western." Customers flock to them, providing producers with a steady market.

LeRoy Works on Spec 'Over' Exploitation

Producer-director Mervyn LeRoy, who recently completed his first feature for 20th Century-Fox, "Wake Up When It's Over," has begun work on a unique exploitation plan in television media. He is producing a special minute short-subject comedy feature starring the host of top comedians who appear in "Wake Me."

The subject showcases original material by Dick Shawn, Ernie Kovacs, and others and will be offered free to television stations around the country long in advance of key city playdates. The feature will then be edited down to become the regular theatre, cable, plug and teaser trailer.

Another feature of the short-subject, is that further editing will change the footage into the series of 60-20 second television trailers and sales tools, that 20th will use in an extensive TV campaign planned for the attraction.

'Home from Hill' at Music Hall March 3

M-G-M's "Home From the Hill" will begin its world premiere engagement at Radio City Music Hall Theatre, March 3.

STILL MORE FACTS

In attempting to justify a demand for additional payment for actors on post-1948 pictures released to television, the Screen Actors Guild stated in its recent "white paper," sent to Guild members:

"The Guild has collected additional compensation for actors in hundreds of theatrical pictures released to television and there has been widespread acceptance of this principle. Now, suddenly the producers have adamantly refused to recognize any rights on the part of actors . . ."

The clear implication of the above quoted paragraph is that the major companies have made payments on post-1948 pictures but suddenly have refused to do so.

THE FACT IS, NOT A SINGLE CENT HAS BEEN PAID TO ACTORS BY METRO-GOLDWYN-MAYER, 20TH CENTURY-FOX, PARAMOUNT, WARNER BROS., UNIVERSAL-INTERNATIONAL OR COLUMBIA ON POST-1948 FILMS AND NONE OF THESE MAJOR COMPANIES HAS INDICATED IN ANY WAY AN ACCEPTANCE OF THE PRINCIPLE OF ADDITIONAL PAYMENTS.

The "hundreds of theatrical pictures" referred to by the Guild must be, then, the 203 Republic features and the 84 RKO films sold by these companies before they abandoned film production and went out of business, and some films of Monogram, Allied Artists and independent film producers.

The major companies collectively are in no way bound by any concessions an individual company, under economic pressure, saw fit to make. Their position has been clear and consistent since 1948.

They have not recognized any right to additional compensation on the part of any employee, guild or union, or any restriction on the producers' right to release their pictures to television or any other medium.

Further, major companies do not accept the Guild's contention that actors are in a unique position and therefore entitled to additional payments which other employees could not claim.

The other crafts and guilds have made clear their intention to "get their share" if any additional payment of any kind is made for television exhibition of theatrical films.

THE COMPANIES' POLICY ON ADDITIONAL PAYMENTS IS CLEAR-CUT, UNEQUIVOCAL AND IDENTICAL FOR EVERYBODY.

This ad is one of a series placed as an industry service by the Association of Motion Picture Producers.

ABC-TV Presents 1960-61 Programs

By SAUL OSTROVE

ABC-TV yesterday announced its 1960-61 programming schedule at a breakfast conference attended by 1,000 television, advertising and press guests at the Waldorf-Astoria here.

Highlight of the fall season will be a series of 26 new half-hour documentaries entitled "Winston Churchill." The programs, utilizing Allied and Axis film footage, will deal with the years between World War I and the end of World War II, as seen by Sir Winston. Interviews with world leaders will be featured.

"Naked City," produced by Screen Gems, will be extended to an hour-long weekly series. "The Islanders" will be another hour-long series, produced at Metro-Goldwyn-Mayer. "The Flagstones" is an adult cartoon family situation comedy series set in the cave-man era. "Stagecoach West" is the first hour-long series produced by Four-Star.

'For Men Only'

"For Men Only," a dramatic anthology series from Desilu, stars Lee J. Cobb as host and in a creative role in the production of the half-hour series. "Guestward Ho", produced by Desilu, is a half-hour comedy series produced by Cy Howard and starring Joanne Dru. "Harrigan and Son," another Desilu production, presents Pat O'Brien as a Philadelphia lawyer who is teamed with his son, Roger Perry.

Further additions to the programming schedule will be announced at a later date.

Desilu 39-Week Net Up 400%, Arnaz Reports

From THE DAILY Bureau

HOLLYWOOD, Feb. 24.—Desi Arnaz, president of Desilu Productions, Inc., in the company's current report to stockholders for the 39 weeks ended Jan. 30, 1960, announced that gross income for the period was \$17,553,899, an 18 per cent increase over the \$14,943,740 for 40 weeks ended Feb. 7, 1959.

Net income for the period was \$708,121 (61 cents per share), an increase of approximately 400 per cent over the \$141,730 (12 cents per share) for the 40 weeks ended Feb. 7, 1959, Arnaz stated.

Included with the report were checks representing a 15-cents-per-share cash dividend on the company's common stock, payable Feb. 26, 1960, to holders of record on Feb. 13. The board of directors did not declare any dividend on the Class "B" common stock held by Arnaz and his wife.

HUGO A. CASOLARO MARTIN GOTTLIEB

C and G film effects, inc.

1600 BROADWAY, N.Y. 19
PLAZA 7-2098

• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR

A Complete Service for Film Producers

AROUND THE TV CIRCUIT

with PINKY HERMAN

WHEN CBSent the name of Larry LeSueur to the U.S.S.R. as its news correspondent for the Moscow office, the Russian Embassy refused to grant him a visa. No reason for the denial was given but CBSolons were asked to submit another name for consideration. . . . It was expensive albeit very effective—we refer to the early morning ABCof-fec break—held yesterday at the Waldorf-Astoria which the Goldenson-Siegel-Treyz combo designated to an assemblage of about 1000 guests, as "The ABCchemistry of successful selling." . . . On Feb. 29 exactly 29 years ago a budding radio announcer was given a temporary assignment at NBC. Could very well turn out to be a steady job for Jack Costello, who is still there, making friends and influencing more and more listeners. . . . Jack Whiting, TV and Broadway Great, who directed Charles E. Miller's "The Fair Six" which starred Martha Wright, Stephen Douglass and Margaret Hamilton when presented at the Lambs Club recently, has been signed by co-producers Len Wayland and Allan Seiden to direct it when it opens on Broadway in September. . . . Ethel (WPIX) Thorsen's floral designer Kathleen Kraham has been commissioned to do the floral interiors for the chic Monsignore. . . . News ABCaster Art Van Horne sez that the "best way to lick inflation is to put more sense in our dollars." (our what????) . . . After five years in charge of national advertising for ABC, Jay Hoffer has accepted a position as station mgr. of KRAK, Sacramento, Calif. Lad has much to (H)offer, having started in radio upon graduation from N.Y.U. as announcer, deejay, promotion mgr. and later sales promotion director at WJAR (Providence, R.I.) and WICC (Bridgeport, Conn.) . . . Rosa Rio's Organ Recital last week-end up in Rome, N.Y., was a S.R.O. The radiolite's wizardry on the keyboard has been waxed in a Vox L. P. Album in which she features selections from "My Fair Lady" and "Gigi." La Rio will also be a guest next Tuesday morning on the "Hi Mom" show TVia WRCA. . . .

Self-Regulation Is Vital, NAB Is Told

From THE DAILY Bureau

WASHINGTON, Feb. 24.—Unanimous agreement that self-policing, not government censorship or intervention, is the best solution to broadcasting's problems has been voiced by the presidents of the state associations of the National Association of Broadcasters. This can be done by observance of the industry's self-imposed radio and TV codes, they said.

NAB president Harold E. Fellows urged the broadcasters to take this action and to show a "sincere desire" to raise their standards by themselves.

Other NAB officials made it clear that the industry is in "turbulent seas" as far as Congress is concerned, and that "in many areas of government there is a distinct feeling that the industry is not going to regulate itself and laws will have to be passed to do it."

Hornbeck Heads U-I's Editorial Operations

From THE DAILY Bureau

HOLLYWOOD, Feb. 24.—Edward Muhl, Universal-International vice-president in charge of production, today announced the appointment of William Hornbeck to fill the newly-created post of supervisor of editorial operations for all productions filming under the U-I banner.

WGA and U-I

(Continued from page 1)

garded as a mere formality, and the writers are expected to return to work on U-I pictures tomorrow.

The guild expressed gratification at having reached an agreement with U-I which is fair both to producers and writers.

The terms of the agreement provide that writers will get 2 per cent of all TV proceeds received after deduction of 40 per cent to cover distribution charges and expenses. The contract is not contingent on any deal with any other guild or union. In the instance of future pictures made solely for pay-TV, the guild has the right to reopen the contract for new negotiations in this area after two years and three months from date of present agreement.

Three for AA Int'l.

Allied Artists International Corp. has acquired three films for distribution in Brazil, Norton V. Ritchey, president of the company, announced. The three films are Germany's "A Big Love in a Small Tent," and "The Moralist" and "Europe by Night," both Italian.

Mrs. Meyer Bailey

HARTFORD, Feb. 24.—Mrs. Meyer (Marion T.) Bailey, 58, wife of the Bailey Theatres Circuit executive, died suddenly aboard a ship returning from a Caribbean cruise.

Fox-Skiatrol

(Continued from page 1)

ing the disposition of 195,000 shares of stock which were available to Matthew M. Fox. The stipulation was proposed by Eugene Rotberg, attorney for SEC's division of corporate finance. Lawyers for Fox and for Skiatrol president, Arthur Levey, did not agree to it at this time. The proposal read into the record, and hearing examiner Robert N. Hislop agreed to counsel certainly should have an opportunity to examine written copy prior to accepting or rejecting it.

At the conclusion of the day's hearings the inquiry was recessed until March 7.

It is possible that the hearing will be unable to resume as scheduled which case postponement until next April, or even early May, can be expected.

If the proposed stipulation is accepted, there will still remain at least two facets of the inquiry that must be developed. One is disposition of stock held by Levey which would be in the hands of certain named individuals. The second is the nature of company's business activities.

Francis J. Purcell, attorney for and a former head of SEC's New York office, brought with him to today's hearing Robert Hemingway, described by Purcell as the individual best qualified to testify concerning the firm's business affairs. He declined, however, to put Hemingway on the stand.

Purcell stated that Hemingway would be able to provide information concerning wired closed-circuit TV and the company's relationships with International Business Machines, Pacific Telephone, Packard-Bell Electronics.

The stipulation proposed by Levey goes into detail concerning manner in which 195,000 shares of Skiatrol reached the public even though the company had not had registration statement effective with SEC. In general, it is a record of exercise of warrants for stock which had been issued to Fox. He obtained warrants for 200,000 shares pursuant to the terms of a license agreement under which Fox's company, Skiatrol of America, obtained the right to exploit the Skiatrol Subscriber-View system of pay-TV.

'Congo' Scores in Story

The Fulton Theatre in Pittsburgh has reported to 20th Century-Fox "Masters of the Congo Jungle" raked up \$8,300 for its first six days at house despite a snowstorm that all but paralyzed the city. The film was produced by the Belgian International Scientific Foundation under the auspices of Leopold III, of Belgium.

'400' Strong in Chicago

"The 400 Blows," during its first week at the Capri Theatre in Chicago grossed a strong \$12,000, it is reported by Zenith International Films, distributor of the French film. The figure represents a record for the Windy City art theatre.

Film on Chessman Seen Exploitable

The world-wide interest in Caryl Chessman, who has survived eight different dates with death in California's chamber at San Quentin prison for mapping crime, for which he was sentenced more than 11 years ago under the "Little Lindbergh Act," offers unusual boxoffice opportunities for a documentary featurette called "Caryl Chessman."

The 45-minute controversial film, which features Quentin Reynolds as narrator of incidents in Chessman's life and a bridge for the introduction of a number of key figures in the trial of "Red Light Bandit," is of timely importance, since it was completed and readied for release on the eve of the 60th anniversary of the gas chamber.

The treatment, though attempting a level-of-the-road approach, has gone against capital punishment. Featured in the film, in individual scenes, are the prosecuting attorneys for Chessman; the mother of a girl who was raped by Chessman and later suffered a mental breakdown which caused her to be committed to Camarillo, California state mental institution; a doctor and a psychiatric consultant commenting favorably for Chessman, one of the women who still favors his execution; and Chessman himself. Chessman does not speak in the film.

Produced by Terrence W. Cooney, written by Jules Maitland and directed by Ed Spiegel, the documentary is being handled for world wide release by Jerry Persell and William Hunter, Sterling World Distributors, through their headquarters in Los Angeles. The film is being released with a PCA Seal.—S.D.B.

Democracy Sought

(Continued from page 1)
The "protection of our democratic government" and the "protection" of the church's children.

Monignor Reh, former vice-chancellor of the New York Archdiocese and ex-vice rector of the North American College in Rome, declared that the Catholic Church and its leader, Pope John, favor "a positive position and a positive program. . . . In asking this, there is no censorship."

The danger lies "in the abuse of the power of communication by unprincipled or unprincipled men," Monignor Reh asserted. In speech and communication, "man most closely resembles the divine; all the culture of the ages has been transmitted through one or the other," he observed.

Monignor Reh, former vice-chancellor of the New York Archdiocese and ex-vice rector of the North American College in Rome, declared that the Catholic Church and its leader, Pope John, favor "a positive position and a positive program. . . . In asking this, there is no censorship."

Si Seadler Honored

(Continued from page 1)

pany's fortunes were at low ebb, Seadler recalled.

Maurice Bergman, chairman of the luncheon, introduced Seadler as "Youth of the Year, who has been on the M-G-M payroll longer than Leo the Lion." Seadler, he said, is living proof that Leo Durocher erred when he said "Nice guys don't win pennants."

Institutional ads prepared by Seadler, Bergman added, benefited the entire industry as well as M-G-M, and others of his ads were more entertaining than their film subjects.

"Today," Bergman said, "Si has faith, hope and chariots."

Seadler paid tribute to his former M-G-M associates, the late William F. Rodgers and Howard Dietz. The former, he said, shortened his life by sacrificing himself in the cause of industry unity. Seadler noted with satisfaction that today evidences of industry "togetherness" are becoming more numerous, citing interchanges of trailers among exhibitors and plugging of competitors' pictures by distribution executives on the grounds that good pictures bring people out of their homes and make business for others.

'Responsible for Vice-Presidents'

Seadler said Dietz was responsible for so many vice-presidents, rather than plain press agents, being at the dais at yesterday's luncheon. He recalled that when Dietz was called upon to help sell motion pictures as an art-industry rather than ordinary show business, he demanded and got, the title of vice-president and increased salary for himself as part of the campaign. Since that start, most heads of advertising-publicity departments have been made vice-presidents of their companies, Seadler said.

In closing, Seadler expressed the hope that the industry will come out of the current "crisis of threatened Hollywood strikes" without fatal injury, and urged his listeners to employ "kindness instead of harshness in your business dealings with others."

On the dais at the luncheon in addition to those mentioned were: Robert Montgomery, AMPA president; Ernest Emerling, Harry Mandel, Rodney Bush, Jerry Pickman, Paul Lazarus, Jr., Phil Gerard, Dan Terrell, Fred Goldberg, Charles Cohen and Charles Einfeld.

Brotherhood Week

(Continued from page 1)

man, United Artists vice-president and national distributor chairman of Brotherhood, and Spyros S. Skouras, president of Skouras Theatres and exhibitor chairman.

The conferences will develop local campaigns and Brotherhood promotions through the use of trailers, radio and television, special previews, posters, displays and informational brochures being sent to theatres throughout the nation. In addition, a concerted membership and fund-raising drive will be undertaken on behalf of the National Conference of Christians and Jews.

Census Table

(Continued from page 1)

Business Bureau hopes to draw together sometime this year a profile of the motion picture industry — comparing the industry in 1958 with its situation in 1954 when the last Census of Business was taken. The category as the Census defines it, includes film production, renting films to exhibitors, allied services and motion picture theatres (both indoor and outdoor).

In the final analysis, a breakdown will be given for production, distribution, and theatres. In the preliminary figures, the only breakdown between theatres and other sectors of the industry is given for the entire state and only for 1958 figures.

In one table sample states were chosen to show a comparison between 1958 and 1954 in the number of establishments and total receipts for all segments of the industry. In most cases both figures for 1958 are down from those in 1954. For example: Illinois had 779 establishments in 1958 as compared with 886 in 1954; receipts for 1958 were \$107,264,000 as compared with 124,840,000.

For Texas establishments were 1,264 in 1958 as compared with 1,946 and receipts were \$88,527,000 in 1958 against \$111,053,000.

On the other hand New York state showed a gain in both categories; establishments totaled 1,809 for 1958 against 1,797 and receipts were up in 1958 to \$713,653,000 from \$560,924,000.

Lunch-Time Ticket Buying For 'Can-Can' Is Urged

Twentieth Century-Fox and the Rivoli Theatre here have joined forces to promote a large-scale lunch time ticket-buying drive for "Can-Can" which opens March 9 at the Rivoli.

Display ads off the amusement pages in all local dailies call attention to the "super-speed" ticket-issuing machines to handle added "Can-Can" business at the Rivoli. Buyers can purchase reserved seat tickets in less than four minutes, losing little or no time from their lunch-hours.

Ticket Taxes

(Continued from page 1)

Increasing operating costs put the Labor Department's motion picture admissions tax at a new high during the final quarter of 1959.

At the year's end, the price index for movie admissions stood at 146.8 per cent of the 1947-49 average. For the year as a whole, the average of the index was 140.0 up 4.3 points from the 1958 average, and 9.5 points higher than 1958.

At the end of 1959, the admissions index for adults was 146.7, up sharply from the 134.1 recorded at the end of the preceding year. A sharper rise was noted in the prices charged for children's admissions, which rose from 125.8 at the end of 1958 to 140.9 a year later.

seventeen

magazine readers' award

PICTURE OF THE YEAR 1959

Fred Zinnemann's Production of
THE NUN'S STORY
Presented by Warner Bros.
Selected by SEVENTEEN Readers
From the Magazine's 1959 Pictures of the Month

"ALL PREVIOUS RECORD SMASHED TO PIECES BY COLUMBIA'S **OUR MAN IN HAVANA!**"

<p>CLASS OF SERVICE This is a fast message unless its deferred character is indicated by the proper symbol.</p>	<p>WESTERN UNION TELEGRAM <small>W. P. MARSHALL, PRESIDENT</small></p>	<p>SYMBOLS DL = Day Letter NL = Night Letter PD = Post-Deferred RD = Registered ST = Standard Time</p>
<p><small>The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.</small></p>		
<p>BA 057</p>		
<p>B LLV128 NL PD=BOSTON MASS 22= 1960 FEB 22 AM 9 40</p>		
<p>RUBE JACKTER = COLUMBIA PICTURES CORP 711 FIFTH AVE NYK=</p>		
<p>HAPPY TO REPORT ALL PREVIOUS RECORDS HELD BY MARTY LUST FOR LIFE LADY KILLERS AND ROOM AT THE TOP SMASHED TO PIECES BY GROSSES AND ATTENDANCE OF OUR MAN IN HAVANA AT KENMORE BOSTON. OPENING WEEK INDICATION THAT OUR MAN IN HAVANA WILL BREAK RECORD HOUSE RUN OF 23 WEEKS HELD BY MARTY CONGRATULATIONS COLUMBIA= LOUIS W RICHMOND KENMORE THEATRE.</p>		
<p><small>THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE</small></p>		

Now in 5th Record-Shattering Week at Forum and Trans-Lux 52nd St., N.Y.C.
Now in 2nd Tremendous Week at Fox Wilshire, Los Angeles!



COLUMBIA PICTURES presents A CAROL REED PRODUCTION
OUR MAN IN HAVANA
STARRING Alec Guinness
Burl Ives · Maureen O'Hara · Ernie Kovacs
Noel Coward · Ralph Richardson · Jo Morrow
Screenplay by GRAHAM GREENE based on his novel · Produced and directed by CAROL REED



All
the News
That
s News



MOTION PICTURE DAILY

Concise
and
to the
Point



57, NO. 38

NEW YORK, U.S.A., FRIDAY, FEBRUARY 26, 1960

TEN CENTS

Plans to Continue

M-G-M, AMPP Meet Is Brief; Another Slated

Meeting Slated Early Next Week Seek Pact for Actors

From THE DAILY Bureau
HOLLYWOOD, Feb. 25—"We met yesterday, and we will meet again early next week," was the brief, joint statement issued today by the Screen Actors Guild and the Association of Motion Picture Producers negotiating meetings following an hour-and-15-minute meeting.

Rothman Joins Columbia Pictures '1. in New Post

The appointment of Mo Rothman as executive vice-president of Columbia Pictures International was announced yesterday by Lacy W. Kastner, president of the Columbia Pictures Corp. subsidiary.

Rothman has resigned from United Artists to take over his new duties on March 7. He will make his headquarters here.

The new post of executive vice-president.

Pre-Trial Hearing Set TV Booking Suit

The pre-trial hearing will take place next week in the anti-trust suit of the Government charging block-booking against six film companies. The hearing is scheduled to begin on March 7.

Put Two Films Here on Day-and-Night Schedule

Two pictures currently being made in New York by major producers have been placed on a day-and-night shooting schedule in an effort to have them completed should the Screen Actors Guild start its strike on March 7. The films are "Murder, Inc." for 20th Century-Fox and "Butterfield 8," for M-G-M.

Fox is confident that its film, which is shooting at the new Filmways Studios, will be finished by March 7 under the accelerated schedule, a spokesman said yesterday. The picture will then go into release in either May or June, he added.

M-G-M is also hoping to complete "Butterfield 8," which started a 40-day schedule here on Feb. 7 before the threatened strike.

Brandt Calls for End To 'Blacklist Era'

An "end to the era of the blacklist," which he called a "shameful chapter in the industry's history," was called for here yesterday by Harry Brandt, president of the Independent Theatre Owners Assn. of New York and Brandt Theatres.

Brandt said, "If this industry is ever to be brought back to its former glory..."

Telemeter Test Begins in Canada Today; Subscribers to See 'Journey' as 1st Film

Special to THE DAILY

TORONTO, Feb. 25.—Over 1,000 subscribers to Telemeter, the pay-TV system of International Telemeter Co., a division of Paramount Pictures, will begin receiving service tomorrow in Etobicoke, a suburb of this city. The 1,000 subscribers are to be joined later by another 1,000 who have signed for the closed-circuit TV but have not yet had their homes wired.

Opening program tomorrow will be "Journey to the Center of the Earth," also playing a subsequent-run engagement at the Westwood Theatre.

Telemeter is also to offer four hockey games to be played out-of-town by the Toronto Maple Leafs, a community forum, and a Sunday church service program. News and weather will make up the remainder of the programs.

The first game of the Maple Leafs, which will be piped from Madison Square Garden, will also be shown to invited guests in the offices of Paramount Pictures in New York City Sunday night as a demonstration of the Telemeter technique.

Healthy Outlook Otherwise

M-G-M Sets Plan to Curb Strike Effect Stockholders' Meeting Told of Steps Being Taken Immediately

Metro-Goldwyn-Mayer, Inc., the new name of Loew's, Inc. approved by company stockholders at their annual meeting in Loew's State Theatre here yesterday, has prepared a broad plan to minimize as much as possible the impact of any strike which may develop in Hollywood and already has put some phases of the plan into action.

M-G-M Board, Officers Are Re-Elected

All members of the Metro-Goldwyn-Mayer, Inc., board of directors were re-elected yesterday at the company's annual meeting of stockholders in the Loew's State Theatre here.

Directors subsequently met and re-elected all officers headed by Joseph R. Vogel, president, and reelected members of the executive committee. The board also declared a dividend of 30 cents per share, payable April 15 to holders of record on March 18. It is the third dividend, each of 30 cents, since the company's reorganization.



Joseph R. Vogel

The plan includes the reduction of fixed costs, also a slowing of production.

Coverage of 'Oscar' Nominations Denounced

Coverage of the "Oscar" nominations last Monday night by radio and television networks was denounced as "inadequate" yesterday by the radio and television coordinating group of the Motion Picture Ass'n. The group, which is headed by Robert S. Ferguson, said the coverage was "inadequate" and "did not do justice to the nominees."

TOA Will Ask Hollywood To Aid Frisco Festival

By SIDNEY RECHETNIK

Hollywood support for the fourth annual San Francisco International Film Festival will be asked by a Theatre Owners of America committee at its scheduled meeting with the Association of Motion Picture Producers and Distributors of America.



Mo Rothman

The new post of executive vice-president.

Pre-Trial Hearing Set TV Booking Suit

The pre-trial hearing will take place next week in the anti-trust suit of the Government charging block-booking against six film companies. The hearing is scheduled to begin on March 7.

KEEP YOUR EYE ON BRIGITTE BARDOT'S **BIG** BOX OFFICE DIFFERENCE! (Vive la)
COLUMBIA PICTURES presents **BABETTE**

PERSONAL MENTION

ROBERT LIPPERT, liaison between 20th Century-Fox and Associated Producers, Inc., has arrived in New York from the West Coast.

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, will leave here Monday for Denver.

WILLIAM G. REICH, vice-president of American International Pictures Export Corp., will leave New York at the weekend for Europe.

RAMONA RAE BREWER, daughter of **ROY BREWER**, Allied Artists manager of branch operations, will be married tomorrow to **ANTHONY MOLOSKI**, at the First Congregational Church, Stamford, Conn.

DAVE ALBER, president of Dave Alber Associates, is recuperating at Mount Sinai Hospital following minor surgery.

SHIRLEY KATZANDER, promotion director of *The Reporter*, will leave here today for Mexico.

R. W. FAVARO, head of 20th-Fox publicity in Minneapolis, has returned there from a promotional tour that took him to Duluth, Fargo, and Sioux Falls, Minn.

WILLIAM BROWN of the United Artists home office exploitation staff, has returned to New York from Hartford, New Haven and Bridgeport.

Rites for Mrs. Al Levy

Funeral services will be held this morning at Schwartz Funeral Home, Tremont Avenue, Bronx, for Mrs. Al Levy, wife of 20th Century-Fox Films' Boston branch manager. Mrs. Levy died Wednesday night in Boston. A daughter, Karen, also survives.

'Herald' Has Section on 'Snow Queen' Campaign

A special section devoted to the promotional campaign of Universal's "The Snow Queen" is published in the current issue of "Motion Picture Herald," out today. The eight-page illustrated section, in color, describes in detail the elaborate national pre-selling and local depth selling for the cartoon feature.

Included are the magazine and newspaper advertising campaign, a tie-in with the Hans Christian Andersen birthday observance, special events, star and personality tours, television and radio, records, a premium deal, merchandise and product tie-ups, organization tie-ups, and national publicity.

E. J. Solon Is Dead; Mass Today in Dallas

Special to THE DAILY

DALLAS, Feb. 25.—Edward James Solon, treasurer of the Interstate Circuit, died here Wednesday.

Solon, as a Catholic layman, received some of the highest honors awarded by his church. Pope Pius XII named him a Knight Commander of the Order of St. Gregory the Great. A little more than a year ago Pope John XXIII bestowed the title of Knight of the Holy Sepulcher.

Rosaries were recited last night and tonight at the Solon residence. Pontifical High Mass will be celebrated at 9:30 A.M. tomorrow in Christ the King Catholic Church with Rev. Thomas K. Gorman as celebrant. Burial will follow in Calvary Hill Cemetery. Pallbearers are John Quincy Adams, James H. Sutton, Edwin J. Lamberty, William Phillips, Raymond Willie, Van Allen Hollomon, Thomas S. O'Connell and Kerr Jones.

Honorary pallbearers will be Karl Hohlitzelle, Joseph McElroy, H. E. Brownfield, Edward R. Maher, W. E. Mitchell and F. O. Starz.

TOA Will Aid

(Continued from page 1)

Producers in the film capital next Wednesday, Irving M. Levin, chairman of TOA's Foreign Film Committee and executive director of the festival, told representatives of the trade, daily and magazine press at a cocktail party at Trader Vic's Restaurant here yesterday.

The first American participation in the festival, which will be presented this year from Oct. 19 through Nov. 1, was 20th Century-Fox's entry last year of "Beloved Infidel."

Levin expressed the hope that in years to come the San Francisco Film Festival will be as important an event in its own field in the fall as the Academy Awards are in the spring.

Better Showmanship Called British Need

By SAUL OSTROVE

Only a marked improvement in showmanship by exhibitors will save theatres in Great Britain from declining at the same rate as television will rise in the next two years, a leading English distributor and exhibitor warned here yesterday. Given that improvement, he added, the "situation is going to be all right."

"If exhibitors showed more interest in their theatres, half the battle with television would be won," said Kenneth Rive, a director of Gala Film Distributors, Ltd., of London, and president of Jacey Cinemas, which controls five first-run houses in the West End of London and 22 theatres in the provinces.

'Old-Time Showmanship'

"It's not the product that's falling short, it's what's done, or not done, with the product. Jacey has acquired dying houses and put them in shape again, using old-time showmanship techniques." Most of the theatres in his group, Rive explained, play art and "off-beat" films from around the world and, unlike most other British theatres, Jacey last year was not affected by the 18 per cent national drop in theatre receipts.

Rive not only is willing to coexist with television, but he said he would be happy to exhibit films in his theatres which have already been shown on home screens. In this matter, he said he stands opposed to the wishes of most other U.K. theatre owners.

Tax Cuts Would Help

"Great Britain stands to lose about 750 of her 4,000 theatres in the next two years, but that might be a good thing. The country will have smaller, more concise units of exhibition. If the entertainment tax comes off in the next budget our future will be bright."

New York is the last stop on Rive's global film "fact-finding" tour. He already has visited Rome, Karachi, Bangkok, Hong Kong, Singapore, Tokyo and Hollywood, and he praised Japanese showmanship especially.

"Television is not a menace in Japan," he said. "It's like old times the way the Japanese queue up before their cinemas, most of them quite large."

Loew's Hearing Set

Hearings on the petition of Loew's Theatres to acquire the legitimate American Theatre in St. Louis for motion picture exhibition has been set here on March 18 in U.S. District Court at 3:30 P.M. Judge Edmund L. Palmiere will preside at the hearing and consider further a proposal that Loew's Orpheum in St. Louis, at present a motion picture theatre, be turned back to the landlord for operation as a legitimate theatre.

Judge Quigley Award Campaigns Here Today

The judging of campaigns submitted by showmen from all over the world for the final quarter of 1937 for Quigley Award honors of Managers' Round Table will take place today at the publication's office here.

Judges will be Robert K. Shapman, managing director of the New York Paramount theatre; Richard Kahn, exploitation manager for Columbia Pictures, and Blanche Livingston, assistant to Harry Mandel, vice president in charge of advertising publicity for RKO Theatres.

S. C. Bill Passed on Sunday Ban Committee

Special to THE DAILY

SPARTANBURG, S. C., Feb. 25.—The South Carolina House has passed and sent to the Senate a resolution sponsored by Representative Young of Florence and others, calling for a special legislative - government committee to look into the controversy over paid amusements in the state Sunday.

The particular issue involved whether Sunday movies should be allowed. A 1712 law has been held Circuit Judge Greneker as denying their showing on Sunday. Movie operators have a case, challenging validity of the law, which is being tested in the courts now.

According to Representative Young, the nine-member committee proposed by the House resolution would hold hearings around the state and report "the best way of regulating activity on the Sabbath and the degree to which such activity should be related."

Lipskin Plans Tour

Lawrence H. Lipskin, assistant president of Columbia Pictures International Picture Corporation, in charge of advertising and public relations, leaves here next week for Argentina, Brazil, Venezuela and Cuba to launch the first Latin American premieres of Samuel Goldwyn's "Porgy and Bess." He plans to be gone for about a month.

NEW YORK THEATRE

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"ONCE MORE, WITH FEELING!"
A COLUMBIA PICTURES RELEASE
IN TECHNICOLOR®

and ON THE GREAT STAGE "FAR EAST, FAR WEST"

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for the best in
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A. Sales Meetings in Washington Next Week

William J. Heineman, United Artists vice-president, and James R. Velde, vice-president in charge of domestic sales, will hold a series of sales meetings in Washington, D.C., next Friday and Wednesday to develop regional distribution patterns on the company's forthcoming films. Participating in the two-day sales conferences, the latest in a series of coast-to-coast sales meetings, will be Fred V. Picker, executive assistant to vice-president Max E. Youngstein; executive vice-president of UA offices; Sidney Cooper, Central and Eastern Division manager; James Adel, Central District manager; Charles Chapman, supervisor of branch operations, and Ed Bigley, Washington-branch manager.

The meetings will also map regional plans for UA's current sales drive headed by UA board chairman Robert S. Jamnik. The 23-week "Bob Benjamin Drive" is co-captained by Velde and Picker.

Some office executives Velde, Picker, Cooper and Chapman depart for Washington on Monday. Vice-president Heineman leaves for Washington Tuesday to launch the meetings and open the company's new Washington-headquarters there.

Kodak 1959 Sales, Net Show Substantial Gains

Special to THE DAILY

ROCHESTER, N.Y., Feb. 25. — Annual sales and earnings of the Eastman Kodak Company for 1959 were the best the company has had—substantially higher than for 1958, the company's best previous year for sales and earnings. In issuing this report, James J. Hargrave, chairman, and Herbert K. Chapman, president, said "provided there is no major downward change in the level of the economy, the 1960 outlook for Kodak appears favorable."

Consolidated sales of the company's establishments in the United States last year amounted to \$914,436, about 10 per cent more than \$828,801,269 for 1958.

Net earnings were \$124,680,064, up 26 per cent above the 1958 level of \$98,912,039. The earnings per share equal to \$3.23 per common share against \$2.56 in 1958, based on 38,382,246 shares now outstanding. Net earnings were 13.6 per cent of sales in 1959, compared with 11.9 per cent in 1958.

Pre-tax earnings were \$257,180,064, up 24 per cent more than the 1958 level of \$206,912,039. The provision for income taxes amounted to \$132,000,000 against \$108,000,000 in 1958.

Skiatron Extension

WASHINGTON, Feb. 25. — The Securities and Exchange Commission has continued through March 6 the suspension of all trading in the common stock of Skiatron Electronics and Television, Inc.

'Oscar' Coverage Criticized

(Continued from page 1)

son of Columbia, pointed out that every radio and TV station in the area had been notified in advance of the date and time of the nominations announcement.

The coordinating group has directed a letter be sent to the program directors of all New York radio and TV stations asking them why the material was not handled as part of the news Monday evening. A return postcard is being enclosed with the letter, requesting that the stations indicate when they first mentioned the nominations on their news programs.

As a follow-up to the nominations, the coordinating group is supplying further material for radio promotions. A 15-minute script and recordings of

the five nominated songs will be sent to 1,000 disc jockeys, as well as to field exploitation men and NBC for planting on their own stations. In addition a list of the "Oscar" winning songs for the past years will be supplied. Lists of nominated scores for musical films, comedies and dramas will also be supplied to the radio stations. M-G-M has agreed to make the score of "Ben-Hur" available to all exploitation men for use on local stations.

For further local planting each company will furnish 50 mat prints of all nominated pictures and stars. These will be put together in kits and supplied to field exploitation men.

Brandt Hits

(Continued from page 1)

going to throw off the shackles of the private pressure groups which have taken unto themselves a special guardianship of the screen, the Kramer-Preminger position is entitled to support from other motion picture producers, distributors and exhibitors."

Stanley Kramer and Otto Preminger were recently rebuked by the American Legion for announcing the employment of two writers suspected of past Communist affiliations or sympathies.

Points to Past Violations

Referring to the Waldorf Declaration of 1947, under which major studios executives agreed not to employ suspected Communists, Brandt noted that the Legion did not seem to be quite as upset with past violations of this agreement, where blacklisted writers were hired under pseudonyms. He pointed out that Kramer and Preminger did not sign this declaration and had informed the public themselves of the employment of the writers in question.

"I am certain, Brandt said, "that there are many members of the Legion, including myself, who disagree with the policy enunciated by the organization's national commander."

Dismiss Suit Here

A \$1,500,000 anti-trust action by Eagle Shows, Inc., former owner of the Charles Theatre here, against Azteca Films, Inc., and Puerto Corp., was dismissed yesterday, according to a stipulation filed in Federal court here. The suit charged that the defendant, by refusing to release Spanish films to the Charles Theatre, forced the plaintiff to close his house.

O. L. Turner, Sr., 78

HARRISBURG, Ill., Feb. 25. — Funeral services have been held here for O. L. Turner, Sr., 78, who died following a long illness. He had been head of Turner-Farrar Theatres, operator of a circuit of houses in southern Illinois. He also was president of WSIL-TV, Harrisburg.

Magazine Writers Back Preminger and Kramer

The Society of Magazine Writers said here yesterday it has sent letters to Stanley Kramer and Otto Preminger "supporting and commending" the recent statement of the producers "concerning the employment of writers on the so-called 'blacklist'."

The letter said in part, "We believe that writers are entitled to their private opinions on social and political questions, that they are entitled to conduct themselves as private citizens within the framework of the law and its constitutional guarantees, and that their private, lawful opinions and activities are considerations not relevant to their employment."

Legion Official Cites 'Orbit of Influence'

Special to THE DAILY

ALBANY, N. Y., Feb. 25. — The American Legion's "orbit of influence is from 16 to 20 million," and this will be felt during the exhibition of motion pictures whose scripts have been written by "unfriendly witnesses" who appeared before the House Committee on Un-American Activities.

Daniel O'Connor, chairman of the Americanism Committee, Department of New York, stated this today at the conclusion of a committee meeting, in which the engaging of such men to create film stories was among the subjects discussed.

No Plans to Picket

O'Connor, a Hempstead attorney, said the Legion does not employ the technique of picketing, and there will be none by the organization's units as such, despite a comment to the contrary by a newspaper columnist. However, "individual Legionnaires may join groups like the Catholic War Veterans in picketing in New York City," he said.

Speaking particularly of Dalton Trumbo's employment to adapt the book, "Exodus," O'Connor, declared, "it is important that the public should understand that the American Legion's opposition to the hiring of [Trumbo] to write the script for the picture

'Bismarck' Sets All-Time Fox Record in Boston

"Sink The Bismarck!" which opened Wednesday at the Paramount Theatre in Boston, a 1500-seat house on a non-holiday weekday, broke any record ever set by any 20th-Fox production in Boston. It took in \$5,036 according to the theatre management, the greatest single opening day in its history.

The Boston campaign for "Bismarck" was backed by extensive TV publicity coupled with radio spots and opinion-maker screenings.

Sunday Paper Ads Will Back 'Snow' Campaign

Universal-International is placing special emphasis on Sunday newspaper comic supplements in its national advertising campaign for Hans Christian Andersen's "The Snow Queen," it was announced yesterday by David A. Lip-ton, vice-president. Campaign will be aimed at family movie-goers.

The campaign will be divided into two waves, with the first wave aimed at initial playdates and the second wave timed for subsequent runs. Both major comic supplement groups, Metro and Hearst, plus three important individual supplements, are being utilized.

The 80 Sunday newspapers in which the four-color ads will appear have a combined circulation of more than 32,000,000 and a readership in excess of 120,000,000.

With "The Snow Queen" set for Easter release, the first wave of ads will start breaking just ahead of that date in 61 major markets, with each individual ad timed to local playdates and carrying local theatre listings. The second wave, covering 21 major markets, will be aimed at subsequent runs of the picture, with individual ads also timed for sub-run playdates and carrying sub-run listings.

Spiegel to Make Tour

Sam Spiegel, producer of "Suddenly, Last Summer," will visit three European cities next month in connection with the opening of the Columbia Pictures release on the Continent. Spiegel will be in Milan on March 1, Berlin on March 4 and Paris on March 8.

'Road' Book Tie-In

William Goetz' "The Mountain Road," a Columbia release, will be featured in a soft-covered book version on newsstands and in bookstores all over the country starting March 22.

should not be confused with what may be generally accepted as a fine picture."

"We object strenuously to the employment of Communists in the motion picture industry, in violation of the Waldorf Agreement of 1947," O'Connor continued. He asserted the use of them could be the opening wedge to the breakdown of this agreement.

COLUMBIA BLAST
TODAY AND SIZZ
AS THE HOT SEAT

THE PERSONAL STORY OF CARY

NO. 1 CONDEMNED
CONVICT WHOSE
THE WHOLE WORLD

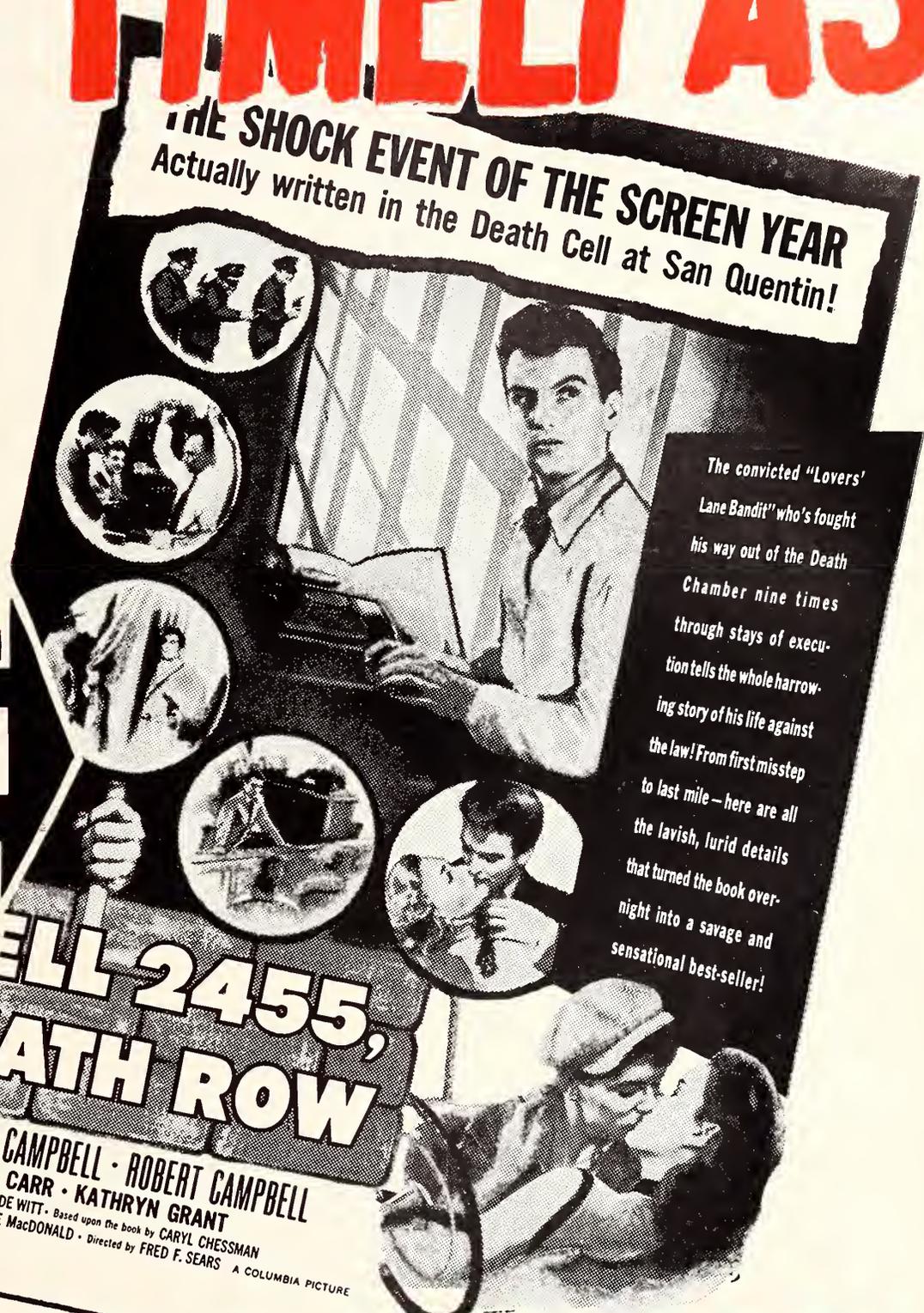
PHONE NOW! DON'T WAIT! RESERVE YOUR PRINT IMMEDIATELY

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THE SHOCK EVENT OF THE SCREEN YEAR
Actually written in the Death Cell at San Quentin!

CHESSMAN



The convicted "Lovers' Lane Bandit" who's fought his way out of the Death Chamber nine times through stays of execution tells the whole harrowing story of his life against the law! From first misstep to last mile—here are all the lavish, lurid details that turned the book overnight into a savage and sensational best-seller!

**CELL 2455,
DEATH ROW**

Starring **WILLIAM CAMPBELL · ROBERT CAMPBELL**
with **MARIAN CARR · KATHRYN GRANT**
Screen Play by JACK DE WITT · Based upon the book by CARYL CHESSMAN
Produced by WALLACE MacDONALD · Directed by FRED F. SEARS A COLUMBIA PICTURE

LIFE IS WATCHING!

OUR COLUMBIA BRANCH! **A FULL LENGTH FEATURE!**

M.P.I.'s Largest Holding Is in M-G-M, Reade Says

Walter Reade, Jr., president of Motion Picture Investors, appeared on behalf of the organization at the annual meeting of stockholders of M-G-M, Inc. here yesterday, commending management for the progress made in restoring the company to profitable operations and asserting that M.P.I. "owns more stock in M-G-M than in any other company."

Joseph R. Vogel, M-G-M president, in recognizing Reade when he rose to speak, admonished him, "Walter, if it's your intention to say something nice about us, don't. We're running late."

Metro Reelects

(Continued from page 1)

declared by the company since it resumed payments last September.

The stockholders meeting voted approval of an amendment to the company's certificate of incorporation, changing its name from Loew's, Inc., to Metro-Goldwyn-Mayer, Inc. The name change avoids confusion with the divorced and now independent corporation, Loew's Theatres, Inc.

Stockholders also approved a grant of restricted stock options to 12 key executives at 100 per cent of market price at the time the board voted the options, which was \$30.25 per share. Details of the options as described in the company's proxy statement have been previously published.

The meeting defeated a proposal made by a stockholder to reinstate cumulative voting in the election of directors.

Vogel told the meeting M-G-M is studying possibilities of diversification in fields related to its experience in dealing directly with the public through sales or services. Liquid assets of the company permit such a move, he said, and declared that "Growth is a factor in our future."

He also disclosed that a study has shown that 45 to 50 acres of land owned by the company in Culver City could be disposed of but the value of the property has tripled over the appraisal made three years ago. As a result, he said, the problem now is should the land be sold or held for further appreciation?

Vogel said consideration is being given to a proposal for sale of 17 acres of the land to a huge market in which M-G-M would have an interest.

WGA Strike Fund Up; Benefit Payments Rise

From THE DAILY Bureau

HOLLYWOOD, Feb. 25. — The Writers Guild of America strike fund is higher by more than one-third, after five weeks of the strike, than it was when the strike started, James Webb, guild treasurer, has reported to the membership. Consequently the weekly benefit payment is being raised by nearly 50 per cent, from \$55 to \$75.

M-G-M Sets Plan to Curb Strike Effect

(Continued from page 1)

up of the film release schedule, careful husbanding of the 18 completed pictures on hand, production abroad of some pictures which can employ foreign locations, and selection of films from the company's post-1948 library which are best suited for reissue to theatres.

Vogel told the stockholders that M-G-M's prospects for the 1960 fiscal year are excellent, contingent upon effects of the strike called for March 7 by the Screen Actors Guild. The protective program prepared by the company for a strike eventuality can only minimize, not eliminate, an impairment of earnings in this and succeeding quarters, should a strike occur and persist for any length of time.

Vogel pointed out that negotiations with SAG are expected to continue and as long as they do a strike may be averted. However, he told reporters who questioned him during a

meeting recess that if the guild remains adamant, there could be a long drawn-out strike. At the same time, he made it clear that M-G-M has no intention of capitulating to guild demands for a share of revenue from the sale of its post-'48 films to TV, which is the basis of the strike threat.

Vogel told a questioner that M-G-M "has no intention at this time of selling its post-1948 films to television." But, he added, "I can't predict what the situation may be in the next six months, or a year or two years."

Asked whether it would be possible to renew guild contracts with an assurance that no sales would be made to television during a stated period of time, Vogel said that would be equivalent to the provision in the expired contracts which agreed to reopening of the contracts in the event of a post-'48 sale to TV. He was interrupted before he could give an opinion as to

whether or not a similar agreement could be made to avert the threatened strike.

Vogel expressed doubt that the SAG strike vote was fully representative of the feelings of the members. He pointed out that only approximately half the membership voted and over 2,000 of those who did voted opposed to a strike.

"Actually," he said, "those who are not working in pictures are those who are. Many people have maintained or taken out SAG membership cards who haven't worked a picture in years. They have nothing to lose and take a chance on getting in on health and retirement benefits."

Labor Situation of Prime Interest

The strike situation obviously concerned many stockholders, as questions from the floor on the subject were both numerous and pointed.

One stockholder wanted to know why M-G-M couldn't sign with the Screen Writers Guild "as Universal has done, and avoid a strike." Vogel replied that Universal's situation is more like United Artists since it has its studio to Music Corp. of America than it is to M-G-M's and other producing companies.

Wilma Soss of the League of Women Stockholders, a professional meeting attendee, told M-G-M management to "be realistic." Sign a contract now "and avoid loss of revenue. If you don't, you'll get licked eventually, just like the steel companies got licked."

Won't 'Give Away What Isn't Mine'

Vogel replied that it was his intention to conserve company assets and to give away what isn't mine.

"We can make a deal with SAG on its terms any time," he remarked. "But to do so, I would have to give away company assets that belong to you stockholders, not to me."

Vogel said earnings for the first quarter of the current fiscal year amounted to 71 cents per share. He declined to estimate earnings for the second quarter ending March 27 because it is too early and because of the uncertainties of the Hollywood strike situation.

He predicted the "greatest growth all time" for "Ben-Hur," and M-G-M will reissue "Gone with the Wind" in 1961 for the Civil War centennial. During its last reissue in 1954 it did \$6,250,000 domestic gross.

'Cimarron' Close to Completion

He reported his confidence in the earnings potential of other films in the company's future schedule. He noted that "Cimarron" would be completed March 6 and that only two films, "Butterfield 8," being produced here, and "Go Naked in the World" at Culver City, will be affected by the event of a strike.

Asked if films could be made in view of purported pledges of support from European actor organizations to SAG, Vogel replied "That remains to be seen."

TV Film Company Buys Whitney's Project X

From THE DAILY Bureau

HOLLYWOOD, Feb. 25. — Purchase from C. V. Whitney of the process known as Project X, that photographs and projects motion pictures over a full 360 degrees viewing angle was announced by Philip Nasser, vice-president and head of production at Allied Television Film Corp. The deal was consummated for Whitney by Arthur L. Wilde, personal representative for C. V. Whitney in all motion picture matters.

Merian Cooper a Partner

Originally conceived by Merian C. Cooper and Whitney, the new process has been under development for several years. While hemispheric projection systems have been developed in the past, the unique exclusive feature of the Whitney system is that the lens complex attaches to any standard camera and a single standard projector.

The system requires a hemispheric screen in the shape of an inverted dome. Whitney has already been in negotiation with Henry Kaiser interests regarding a variation of Kaiser's aluminum portable dome.

Will Issue Franchises

"It is our intention," said Nasser, "not only to issue franchises for the process to top film makers, but to produce pictures ourselves specifically designed for hemispheric projection. We feel that specialty presentation of motion pictures is the most effective way in which the theatrical film medium can compete with other forms of entertainment."

Pre-Trial Hearing

(Continued from page 1)

7 before Judge William B. Herlands.

Defendants in the suit are Loew's, Inc., C and C Super Corp., Screen Gems, Associated Artists, United Artists and National Telefilm Associates.

Strike Talks

(Continued from page 1)

minute session this afternoon to find a strike settlement solution.

Representing the AMPP at today's meeting were Steve Brody, Allied Artists; Saul Rittenberg and Ray Klune, M-G-M; B. B. Kahane, Columbia; Bonar Dyer, Walt Disney; T. J. Leonard, Paramount; Lew Schreiber, 20th Century-Fox; E. L. DePatie, Warners; Alfred P. Chamie, secretary-treasurer, and Charles Boren, executive vice-president of AMPP.

Those representing SAG were John L. Dales, national executive secretary; Chester Migden, Kenneth Thomson and Pat Somerset, assistant executive secretaries; William Berger, general legal counsel, together with actors James Garner, John Littel, Harvey Parry, Leon Ames, John Benson, Wallace Rose, Chick Chandler, Thurl Ravenscroft, Robert Keith, Frank Faylen and Dana Andrews.

Spokesman for SAG stated that the guild is continuing separate negotiations with Universal - International which were begun 10 days ago with Milton Rackmil and other U-I top executives.

Meetings between independent producers and SAG will also continue tomorrow.

Rothman to Columbia

(Continued from page 1)

president was created, Kastner said, to meet Columbia's stepped-up activities all over the world.

Rothman will bring to his new post extensive experience in the international field. After serving as worldwide representative for producer Edward Small following World War II, Rothman joined United Artists in 1952 as assistant Continental manager. In 1955, he was named sales manager of United Artists for the Continent and the Near East and in 1957 he was promoted to Continental manager for Europe and the Near East.



MOTION PICTURE DAILY



77, NO. 39

NEW YORK, U.S.A., MONDAY, FEBRUARY 29, 1960

TEN CENTS

tor Speaks es Renewed m Interest U.S., Abroad

el Praises Industry, s 'Oscar' Program

From THE DAILY Bureau
ASHINGTON, Feb. 28. — A red-
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cent speech on the Senate floor.
nel called the attention of his
gues to the upcoming annual
presentations and said, "This
s an especially promising one.
there is a great deal more op-
in Hollywood than I have
(Continued on page 4)

tz-Columbia Talk Long Term Pact

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olumbia,
as recently completed "The
ain Road," with James Stewart,
lease this spring, and "Song
ut End," the story of Franz Liszt
(Continued on page 5)



William Goetz

VISION TODAY—page 5

Zukor Hails Opening of Telemeter As 'Exciting First' for Film Industry

Special to THE DAILY

TORONTO, Feb. 28.—The opening of Telemeter here was described as an important "first" for everyone "in the exciting world of entertainment" by Adolph Zukor, board chairman of Paramount Pictures, in a special ceremony preceding the first program on Friday.

Short Subject Expansion Planned by Paramount

Paramount Pictures plans a long-range expansion of its activities in the field of short subjects, it was announced at the weekend by George Weltner, vice-president in charge of world sales. The company will produce and distribute a new series en-
(Continued on page 4)



Adolph Zukor

Allied's E.D.C. in Pitch For Jersey Speed-Up

From THE DAILY Bureau
ASHINGTON, Feb. 28. — Allied States' emergency defense committee takes up the cudgels for earlier picture availabilities for north New Jersey theatres which now must wait on New York City first runs to play before they may have access to the films.

The subject has been a sore one with Jersey exhibitors for many years
(Continued on page 5)

McKenzie, boxing commissioner of
(Continued on page 4)

Strauss, Nelson Named By Screen Publicists

Henry Strauss of Columbia Pictures has been elected chairman of the Screen Publicists Guild, and George Nelson of Warner Brothers has been selected as vice-chairman.

The change of leadership follows
(Continued on page 4)

Company Presidents Reaffirm Refusal To Pay Guilds in Post-'48 Sales to TV

Presidents of the major film companies, in a series of meetings here at the weekend, reaffirmed their refusal to make any payments whatever to guilds or unions for sales of post-1948 films to free or pay TV.

The presidents reiterated they would not pay twice for the same job, as has been demanded by the writers and actors guilds. The presidents again made clear their willingness to negotiate for an agreement on other points, including pension, health and welfare plans.

The presidents were joined in the meetings by members of the producer association's labor negotiating committee in Hollywood. Attending the sessions were Eric Johnston, Steve Broidy, Abe Schneider, Joseph Vogel, Barney Balaban, Spyros Skouras, Bomar Dyer, of Walt Disney Prods.; Edmund L. De Patie, vice president of Warner Bros.; B. B. Kahane, vice president of Columbia; Ray Klune, vice president of MGM and Charles S. Boren, Alfred M. Chamie and Maurice Benjamin, all of the AMPP.

Pleads for Peace

ACE in Offer As Mediator In Guild Dispute

Would Postpone Walkout And Continue Negotiations

The American Congress of Exhibitors, through its executive committee, on Friday moved to intervene in the current dispute between the Association of Motion Picture Producers and the Screen Actors Guild, which has called a strike for March 7 should a settlement have not been reached by that time. In such an event, ACE will seek to have the strike postponed by extending the deadline and will offer to participate in the negotiation as mediator, making "constructive suggestions that could result in maintaining peace in the industry."

The ACE decision was made at a meeting of that organization's execu-
(Continued on page 2)

Harling Says Public Is Supporting Pay-TV Fight

The motion picture exhibitor has the backing of the public in his fight against toll-TV, but "we now know that everyone else in our industry is for it," Philip Harling, chairman of the anti-toll-TV committee of Theatre Owners of America said here at the weekend. He made the statement
(Continued on page 4)

Charles Boren to N. Y. For Company Confabs

From THE DAILY Bureau
HOLLYWOOD, Feb. 28.—Charles Boren, executive vice-president of the Association of Motion Picture Producers, has left here by plane for New York, where he will confer with major company heads regarding the current Screen Actors Guild contract negotiations.

KEEP YOUR EYE ON BRIGITTE BARDOT'S **BIG BOXOFFICE DIFFERENCE!** (Vive la)
COLUMBIA PICTURES presents
BABETTE GOES TO WAR

PERSONAL MENTION

BURTON ROBBINS, national Screen Service vice-president in charge of sales, will leave here today for the Coast. He will return on Thursday.

F. J. A. McCARTHY, Universal Pictures assistant general sales manager and sales head of "Spartacus," and **JEFF LIVINGSTON**, executive coordinator of sales and advertising for the film, will be in Toronto today and tomorrow from New York.

EDWARD YANDOLI, of the 20th Century-Fox exploitation department, has entered New York Medical Center for major surgery. He will be away for six weeks.

BERT I. GORDON, producer-director, returned to Hollywood Friday from New York.

WOLF MANKOWITZ, British author who wrote "Expresso Bongo," which will open here in March, has arrived in New York from London.

NORMAN KATZ, director of foreign operations for United Artists Associated and United Artists Television, and **IRA D. BECK**, Latin America supervisor for the two companies, left here Friday for a tour of the Latin American territories.

ANDREW and VIRGINIA STONE, producers, accompanied by **EARL WINGARD**, of the M-G-M publicity department, have arrived in Dallas from Hollywood to start a series of personal appearances in behalf of "The Last Voyage."

GARNETT STANCL, of the Ritz Theatre, Centerville, Ala., has returned to his duties following a short illness.

IKE KATZ, president of Kay Films, Atlanta, has left there on a business trip to Alabama.

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SPECIAL TRAILERS**

ACE Enters Strike Picture

(Continued from page 1)

tive committee held here Friday evening under the direction of S. H. Fabian as chairman. Other members attending were Sidney M. Markley, Max A. Cohen, Harry Brandt, Albert M. Pickus, George Kerasotes, Al Myrick, Irving Dollinger, Marc Wolf, Sol Schwartz, Emanuel Frisch, William Forman, Harry Arthur, Jr., and Edward Linder.

The ACE statement was sent as a telegram to all company presidents, to Eric Johnston, president of the Motion Picture Association, to the Association of Motion Picture Producers in Hollywood, to the Screen Actors Guild and the Writers Guild of America.

Text of Statement

Full text of the statement follows:

"The exhibitors of America have followed with regret and apprehension the course of negotiation between the producers and the guilds, which has apparently reached an impasse over the matter of post-1948 films.

"Although the American Congress of Exhibitors, as representatives of all U.S. exhibition is not officially concerned in these negotiations, we know that our investment of \$2,500,000,000 in motion picture theatres will be irreparably damaged by the strike presently called for March 7.

"We believe all elements of the motion picture industry, the crafts, production, distribution, etc., will like-

wise be damaged, perhaps to a point beyond repair.

"We consider it doubly unfortunate that this should occur now, when for the first time in years, the industry shows some evidence of moving upward after years of decline.

"In view of these facts, we urge upon both sides to the dispute that they continue their negotiations and earnestly hope that they will have reached a solution by March 7.

"If, however, the settlement has not been achieved, we hope that with the statesmanship and concern for our industry's welfare which these parties have always shown in the past that they will postpone the strike and extend the negotiations so that we may then offer to participate and try to bring to the conference table constructive suggestions that could result in maintaining peace in our industry."

AFM Pledges Support to SAG If a Studio Strike Is Called

HOLLYWOOD, Feb. 28. — The American Federation of Musicians has pledged its "solid support" and cooperation to the Screen Actors Guild in the event SAG establishes picket lines at the studios if the major producers fail to reach an agreement before the strike deadline March 7.

The pledge was made by telegram to SAG president Ronald Reagan from Herman Kenin, AFM president.

Nine N. Y. Circuits Set Brotherhood Campaign

Nine major theatre circuits in the New York area will launch a concerted membership drive for the motion picture industry's 1960 fund-raising campaign for Brotherhood. This was announced at the weekend by William J. Heineman, United Artists vice-president and national distributor chairman for Brotherhood; Spyros S. Skouras, president of Skouras Theatres and exhibitor chairman, and Salah M. Hassanein, vice-president of Skouras Theatres and United Artists Circuit, Inc., and chairman of the Metropolitan New York area Brotherhood campaign, sponsored by the National Conference of Christians and Jews.

The nine circuits are Brandt Theatres, Century Circuit, Cinema Circuit, Loew's Theatres, RKO Theatres, Randforce Amusement, Rugoff and Becker, Skouras Theatres and Trans-Lux Theatres.

Each circuit will develop and coordinate its own individual effort, enlisting the support of all theatre personnel and audiences attending special previews. Proceeds from the membership drive will go to the local Brotherhood campaign.

Commerce Confirms 4 For Export Conclave

From THE DAILY Bureau

WASHINGTON, Feb. 28. — The Commerce Department confirmed over the weekend the names of motion picture industry representatives who will take part in a conference with Government officials at which they will be asked to make specific suggestions concerning the foreign import barriers that hurt U. S. exports the most.

Unless the list is augmented by late acceptances of invitations sent by the department, industry participants in the meeting will be: Eric Johnston, president, and Kenneth Clark, vice-president, Motion Picture Association; Norton V. Ritchey, President, Allied Artists International Corp. and Louis Lober, general manager, foreign distribution, United Artists Corp.

Acquire 'Nurse' Here

Governor Films, Inc., has acquired distribution rights to the English film, "Carry on Nurse." It will have its American premiere at the Crest Theatre in Los Angeles on March 11.

'Petticoat' Seen Top U-I Grosser in N. Y.

"Operation Petticoat," released Universal - International, is heading for a \$5,000,000 theatre gross in New York exchange territory which will make it the all-time record-grosser in the territory, the company said at the weekend.

'Flanders' in Wisconsin Sets New High Mark

Despite the worst snowstorm longest period of sub-zero weather more than 20 years, "A Dog of Flanders," in its first-week engagement 16 Wisconsin first-run situations, re-up grosses that set new high marks in eight cities. These exceeded from 217 per cent the earnings of Century-Fox films as "The Inn of Sixth Happiness," "Rally Round Flag, Boys," "Say One for Me," "I Denim" and "A Farewell to Arms." In disclosing the box office success of "Flanders," general sales manager Alex Harrison pointed out that the turns in each of the 16 communities developed notwithstanding the temporary disruption from a storm that brought down communications systems continued throughout the picture's week's engagements.

New War-Claims Bill Introduced by Javits

From THE DAILY Bureau

WASHINGTON, Feb. 28. — Jacob Javits (R., N.Y.) has introduced a bill to pay certain claims of citizens arising out of the World War II. The measure is identical to a bill approved by the House Commerce Committee, which offers limited compensation for damage destroyed property. Both measures exclude claims for motion picture rentals.

A.A. Sets 'Gang' Dates

Allied Artists' "The Purple Heart" will open simultaneously in some theatres across the country on March 9. M. R. Goldstein, vice-president and general sales manager of the company, announced. Heading the engagements will be a 70 theatre billing in the New York metropolitan area following a six-week run at Victoria Theatre here.

Sell Seattle Theatre

SEATTLE, Wash., Feb. 28. — Egyptian Theatre, Seattle's leading suburban house for many years, has been sold for \$200,000. The building which will replace it will be occupied by Pay-N-Save Drugs.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yuca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau: Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7. Cable address: "Quigpubco. New York" Martin Quigley, President; Ma. Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallia, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a week as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies.

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RESULTS \$

IMPACT and RESULTS... two words that tell the story of how Trailers sell.

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RESULTS... proven by responsible market research surveys... believed in by exhibitors, the men who really know.

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PRIDE BOAST OF THE INDUSTRY



Para. Shorts

(Continued from page 1)

titled "Sports Illustrated," he said.

Filmed in cooperation with the magazine of the same name, the "Sports Illustrated" series will be inaugurated with six subjects, to be released at the rate of one every two months, beginning July 1, 1960. Each subject will be photographed in Eastman Color and wide screen, and will be one reel or approximately ten minutes in length.

'Florida Keys' to Be First

Under current plans, the first subject in the new series will be "Sports of the Florida Keys," which will then be followed by "Skiing in Chile." Leslie Winik is executive producer of the series, with Martin Andrews serving as both writer and director.

In announcing the production and distribution of Paramount's first new live-action short subjects in four years, Weltner described the re-vitalization move as "a very important adjunct to the company's feature picture output. Paramount feels the potential market for short subjects is unlimited. Because of changing public tastes, more and more theatres are trying to present programs of balanced entertainment, in which short subjects play a necessary part."

Slates 20 New Subjects

The Paramount "Sports Illustrated" short subjects will be in addition to the company's regular output of color cartoons. During 1960, Paramount Cartoon Studios will produce 20 new subjects, which will be supplemented by the re-release of eight cartoon "champions" and an additional new series to be announced, consisting of live-action color shorts.

Georgia, Ala. and Tenn. Exhibitor-Meet May 29

Special to THE DAILY

ATLANTA, Feb. 28. — Georgia and Alabama exhibitors will hold their annual convention at the Drinker-Plaza Hotel here May 29-31. They will be joined this year—for the first time—by the exhibitors of Tennessee.

Cites Renewed Interest

(Continued from page 1)

seen in some time. And it seems well-justified optimism.

"The motion picture industry has suffered hard blows in recent years—the competition of television and swiftly changing economic and social patterns. Some thought these were lethal blows for Hollywood.

Overseas Demand Growing

"But happily for Hollywood and, I think, for all of us, this pessimism has proved to be groundless. Today more Americans are going to our movie theatres than in several past years. And there is also a great and growing demand for our films overseas."

In the House Hon. H. Allen Smith of California extended an invitation to his colleagues to tune in on the "Oscar" show on April 4.

REVIEW:

Black Orpheus

Dispatfilm-Gemma—Lopert

HARTFORD, Feb. 28
WINNER OF the Golden Palm, highest award at the Cannes International Film Festival, this Dispatfilm-Gemma Cinematografica production is one of the few attractions containing Brazilian settings to reach U.S. theatres. The very novelty of its particular background should entice the art theatre-minded patron, although the over-all appeal is far beyond that particular connotation.

"Orfeu Negro," to cite its pre-import title, is a modern recreation of the classical legend, based on a play by Vinitius de Moraes, a Brazilian poet, and adapted for the screen by Jacques Viot. Naturalism is blended with spectacular fantasy by M. Camus, as effective a film-maker as has been seen on the international scene in many years.

The film describes 24 hours during which a young Rio de Janeiro Negro couple relive the tragic story of Orpheus and Eurydice, in the setting of Rio's famed carnival. Working with a non-professional cast of Brazilian Negroes, using documentary techniques, M. Camus strives for authenticity.

The lead roles are played by Marpessa Dawn, an American dancer who has been working in Paris, and Bruno Mello, Brazilian football player.

Orpheus is a street car conductor. Living in the adjoining cabin is Eurydice, a country girl who has come to the city to see the carnival.

In the exhilarating festival atmosphere, the two young people meet and fall in love. But Death, in the guise of a persistent suitor in skeleton costume, stalks the girl. In terror, she flees through the carnival crowds, Death relentlessly pursuing her. Eurydice seeks refuge in the street car depot where she first met her lover. And it is Orpheus himself who, by switching on the current to find her in the darkness, brings about her death. Sacha Gordine was producer of this color film, which has English subtitles.

Running time, 103 minutes. Adult classification. Release, in February.

A. M. W.

Tax Refunds Go to CBS And Columbia Pictures

From THE DAILY Bureau

WASHINGTON, Feb. 28. — The Joint Committee on Internal Revenue Taxation has tabulated refunds and credits in excess of \$100,000 allowed by the Federal tax authorities during the year ended June 30, 1958.

Columbia Pictures Corp., New York City, is listed as having been allowed a tax credit of \$179,395.66 in September, 1957. The credit relates to the company's fiscal year 1942.

Columbia Records Included

Columbia Records, Inc., and Columbia Broadcasting System were allowed \$154,503.32 in August, 1957, for 1941, 1942 and 1945. In addition, \$84,715.42 in interest was payable to the companies.

Rockettes Win Award

The famed precision-dancing Rockettes of Radio City Music Hall were named winners of the first annual "Joey" awards of the American Guild of Variety Artists as the best dancing group in the country. The award, a gold statuette, was accepted by Rockettes Janice Lothian and Mary Ann Strilka and Russell Markert, originator and director of the company, on behalf of all 46 girls and the Rockette Alumnae Association at a gala award dinner and telecast at the Hotel Astor.

Strauss, Nelson

(Continued from page 1)

the resignation of Guild chairman Nathan Weiss, who has become publicity manager of 20th Century-Fox.

Val Coleman of United Artists remains as secretary.

The new leadership team is currently engaged in blueprinting plans for contract negotiations this spring with several of the major film companies.

Approve Maryland Bill Cancelling License Fee

Special to THE DAILY

BALTIMORE, Feb. 28—After conferring with state comptroller Louis L. Goldstein, the Maryland Municipal League has given approval to Senator George Della's bill which proposed to the Maryland Legislature cancellation of the \$250 license fee charged operators of motion picture theatres.

Della, president of the upper house and a Democrat from Baltimore, said the loss to the state would amount to about \$28,000 annually. The legislature, at Annapolis, is in its alternate year's short session.

70mm for Mayfair

The Mayfair Theatre in Baltimore has signed for the installation of Century 70/35mm. projectors, it has been disclosed by Frank E. Cahill, Jr., vice-president of Century Projector Corp.

Zukor Hail

(Continued from page 1)

Ontario; and Clarence Campbell president of the National Hockey League of Canada.

Zukor, who was introduced by Fitzgibbons, told of his long experience in the motion picture industry during which "many exciting things have happened." He recalled the opening of his first theatre in New York City in 1903, his presentation of a talking film back in 1906, and the opening night of "Queen Elizabeth" the first full length film which he personally produced.

'I Am Glad I Was Here'

"I've built and been connected with theatres everywhere . . . and of every size," he said. "But to me the life of theatre in the home has always been the ultimate, and tonight I have achieved it. I am glad I am here to see its beginning."

The first subscribers to Telemeter in the suburb of Etobicoke here had a choice Friday night of films on channels—"Journey to the Center of the Earth" and "The Nun's Story" Programs scheduled for the week were a children's show featuring film, "Seventh Voyage of Sinbad" and a "live" broadcast of the hockey game between the Toronto Maple Leafs and the Rangers in Madison Square Garden in New York Sunday night.

Other Films Scheduled

Other feature films to be shown during coming weeks include "The Story," "Career," "Big Circle," "Damn Yankees," "Cash McCarty," "North by Northwest," "Gigi," "The Came to Cordura," "Shaggy Dog" and "Room at the Top."

Harling Hits Pay-TV

(Continued from page 1)

as Telemeter launched a test of pay-TV system in Etobicoke, a suburb of Toronto, Canada.

Harling called on exhibitors to push support of Congressman C. Harris' Joint Resolution 130 which would place cable as well as broadcast toll-TV under FCC control. He said that the Harris resolution is the most potent weapon yet conceived to effectively block all forms of toll in the United States.

Harling said his TOA committee predicted that "Etobicoke will be the other Dunkirk for those supporting this wholesale grab for a fast buck. Their campaign to intimidate exhibitors by running across our border into Canada where they will be sufficiently close to keep in contact with the United States is a campaign of non-violence without force. It will end just as Bartlesville ended, in failure."

Would Withhold Product

The committee head also attacked film companies which are making their product available for the Etobicoke demonstration. He said film company support of the Canadian experiment was further reason for renewed activity against pay-TV by U.S. exhibitors.

PEOPLE

Goetz, Col. Television Today

(Continued from page 1)

Lawrence J. Quirk, entertainment editor, and free-lance writer, has been named editor of *Popular Screen*, *Star TV* and *Popular Teen*. He is the nephew of the late James R. Quirk, former fan magazine editor and publisher.

Sam Isaacs, manager of Loew's Grand Opera Theatre here, and Bill Johnson, assistant manager, have won the Columbia Pictures' contest for the promotion campaign on Otto Preminger's "Anatomy of a Murder." He is a week's salary from the company.

Robert Perilla, of Robert Perilla Associates, has volunteered to serve as a western newspaper column liaison for the Academy Awards telecast.

R. Johnstone, marketing manager of carbon products for National Carbon Co., a division of Union Carbide Corp., has been appointed administrative assistant in the office of William H. Feathers, president of the company.

William S. Kocher, assistant general manager of the Kodak Park works, Eastman Kodak Co., has been elected vice-president of the company.

Earl Carter has resumed operation of the Air Base and Ribault Drive-in Theatres, Jacksonville, which had been closed for the past several months following Sochin.

Harvin A. Snow, manager of the San Francisco sales district of AnSCO, photographic manufacturing division of General Aniline & Film Corp., has been named manager of promotional sales for AnSCO.

Robert Meyer, local sales manager for 20th Century-Fox in Cleveland, has been transferred to Indianapolis. He has succeeded in Cleveland by Eugene Goldschmidt, formerly of the Washington office.

Mrs. Joan Loomis, associated with John Barcroft theatrical publicity firm, Columbus, O., for the past nine years, has been named manager of Playhouse-on-the-Green, Worthington, a summer theatre.

Eugene Conrad, formerly a district manager for the Cracker Jack Co., Cincinnati, has been named vice-president and sales manager of the Smith Co., theatrical supply company of that city.

Columbia Signs Shenson

Valter Shenson, producer and former Columbia Pictures publicity and exploitation executive in Hollywood, Europe, has rejoined that company as an independent producer.

which will be released next summer. His next productions will be "Cry for Happy," with Jack Lemmon and Dean Martin, which is to be filmed in Japan this year, and "Time of the Dragons," which he hopes to start next fall.

Goetz, who once headed the 20th Century-Fox and Universal-International studios, said in reply to a question that he would not care to be in charge of a major lot again.

"As a matter of fact," he said, "there is no such thing as a studio operation in the hands of one man any more. Not in the old sense, anyhow. Today, there are not only the independent producers who contribute so importantly to a major studio's output, but in addition there are partnerships with stars, directors and writers."

Optimistic Regarding Europe

Goetz pleaded that he was not well informed on the Hollywood guilds crisis, but in reply to a question he said he believed pictures could be made in Europe in the event of a Hollywood strike, the offer of cooperation given the Screen Actors Guild by British Actors Equity notwithstanding.

Asked about his views on the beginning of the International Telemeter operation in Etobicoke, Ont., last night, Goetz said he feels Telemeter has something "special and, therefore, it should be successful. But," he added, "I thought the same of Palm Springs and Bartlesville."

Goetz left here Saturday for Washington and will return to the Coast from there today.

Allied's E.D.C.

(Continued from page 1)

and currently New Jersey Allied is considering a report of the situation prepared by its attorney following extensive study, but has made no decision yet on taking court action.

E.D.C. says, "Pictures reaching the residential suburbs of New Jersey over one year after New York are no longer a rarity, proving the system of releasing pictures in the New York area is archaic, wasteful and ill-advised in the present retail market."

That market, E.D.C. explains, is one which by now is accustomed to doing its retail buying conveniently in its own neighborhood while the merchandise is fresh.

"It is time for distribution to sever its old sentimental attachments and adopt modern merchandising methods. Let's bring the merchandise to the people, not force the people to journey to the merchandise," E.D.C. says. "People want to buy at home where it is convenient. This is the modern development in retailing. We as an industry are hurting ourselves by bucking the trend."

'Voice' to Victoria

"The Third Voice," 20th Century-Fox suspense drama, will have its New York premiere at the Victoria Theatre Saturday.

WGA Cites Ill Effects of Strike on TV Producers

From THE DAILY Bureau

HOLLYWOOD, Feb. 28.—In examining the effects of its five-week strike against television film producers, the Writers Guild of America has reported to its membership many of the nation's top television shows will be unable to complete their full 39-week programs for this year, because of the strike-caused shortage of scripts. Their solution will be to start repeating programs previously seen, it was pointed out.

Among the shows affected, according to the guild's information, are "Wagon Train," "The Real McCoys," Robert Taylor's "The Detective," "Wanted Dead or Alive," "77 Sunset Strip," "Laramie," "Whispering Smith," "Bourbon Street Beat," "The Donna Reed Show," "Hawaiian Eye," "Dennis the Menace," "Lawman," "The Alaskans," "Johnny Ringo," "Adventures in Paradise," "The Barbara Stanwyck Show" and numerous others.

May Use Rejected Material

According to the guild, the re-runs may be the lesser of two evils which will plague the viewers. The alternative to re-runs chosen by some producers, the guild stated, is to exhume previously rejected scripts and to finish out the series with any material they can find.

The guild observed, "Some producers would rather repeat good programs than be forced into making bad ones. Others are not so scrupulous."

Badly hit also by the writers strike was the production of pilot films from which new programs are selected.

Another effect of the strike has been to put a crimp into production of shows which have been renewed for another season, including programs like "Shotgun Slade" and "Bat Masterson."

Asks Maryland Tax on Closed-Circuit Boxing

Special to THE DAILY

ANNAPOLIS, Md., Feb. 28. — A 10 per cent gross-receipts tax on ticket sales for closed circuit television boxing shows has been urged by the executive secretary of the Maryland State Boxing Commission, testifying before the state legislature here.

The secretary, Jack Cohen, asserted that the closed circuit promoter operating from another state should pay the same that the Maryland promoter must charge for a live show.

Cohen claimed a decline of boxing and wrestling in Baltimore has almost eliminated revenues which support the \$18,000 a year commission.

Spokesman for Allied Motion Picture Theatre Owners Maryland said only three Baltimore houses are equipped to telecast fights and that most shows since 1951 operated at a loss.

Who's Where

Harold Schaffel has been named administrative coordinator of Screen Gems' business affairs department, it was announced by Burton Hanft, vice-president and treasurer of the Columbia Pictures TV subsidiary. In his new position, Schaffel will serve as liaison with Screen Gems' several independent producers and will also be responsible for New York office administration.

Robert H. Van Roo has been named director of WCBS-TV promotion and advertising effective at once, it was announced by Frank J. Shakespeare, Jr., vice-president and general manager of the station. Van Roo comes to WCBS-TV from Minneapolis, where he was director of promotion for the WTCN radio and television stations.

Noah Jacobs has been named New York sales manager in charge of syndication for National Telefilm Associates, E. Jonny Graff, NTA vice-president in charge of eastern sales, announced. Jacobs joined NTA two years ago as an account executive and was assigned to the New York market area.

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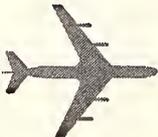
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MOTION PICTURE DAILY



7, NO. 40

NEW YORK, U.S.A., TUESDAY, MARCH 1, 1960

TEN CENTS

Latin America Report

Latin American Business Fair; Mexico Good: Johnston

Latin American 'Ceiling' Problem; Latin Situation 'Fluid'

By E. H. KAHN

WASHINGTON, Feb. 29. — Eric Johnston, president of the Motion Picture Export Association of America, returned from Latin America after having participated in on-the-spot discussions of the business in Mexico and Cuba, and said that the business climate in both is one of "encouragement for the growth of the industry." As to Mexico, he said that reports he received from MPEA representatives on (Continued on page 2)

Latin American Magazine 'Is Fair' in Trumbo Item

American Legion Magazine distinguished itself in its March issue to employment of suspected Communists by independent producers. American Legion officials over the past month have been outspoken in their criticism of producers who have employed as screen writers (Continued on page 7)

Goldman Resigns As Executive Allied Sec.

Special to THE DAILY

STON, Feb. 29.—Carl Goldman, executive secretary of Allied Theatrical Artists of New England, has submitted his resignation as secretary of the National Allied States, a post to which he was elected at the annual convention in Miami Beach in December. His resignation is scheduled to be effective (Continued on page 7)

TELEVISION TODAY—Page 6

Studios Give Employees Strike Layoff Notice

From THE DAILY Bureau

HOLLYWOOD, Feb. 29. — Employees of all major studios have received notice that they will be laid off at once in the event the strike called by the Screen Actors Guild for next Monday occurs.

If the strike is called, studio operations will cease and there would be no further need for workers on studio payrolls. In addition, there are strike clauses in the contracts of most professionals permitting cancellation of the pacts after a specified number of weeks.

Argentine Festival Adds 'Summer': Delegates Set

A third American film, Sam Spiegel's "Suddenly, Last Summer," has been entered in the upcoming Argentine film festival, and the U.S. industry will be represented by eight delegates, it was learned yesterday. The festival will take place in Mar del Plata (Continued on page 7)

NT&T Stockholders Will Meet Mar. 15' in L. A.

Election of 15 directors and approval of an amendment to a stock option plan head the agenda of the annual meeting of stockholders of National Theatres & Television, Inc., set for (Continued on page 3)

Expenses Rise on 'Murder Inc.' Set as Technicians Race to Beat Strike Call

By SAUL OSTROVE

Today is "Zero Plus Five" for the "Murder, Inc." production team which has been sacrificing sleep, normal eating habits and all personal time in order to complete filming here on the Twentieth Century-Fox picture by midnight this Sunday, when the screen actors are scheduled to walk off the job.

Led by producer-director Burt Balaban, the team is working round-the-clock—from 7:30 A.M. to midnight seven days a week—at the Film-

Johnston Replies to ACE Mediation Offer

Will Try to Supply Films Despite Strike

Says Production Will 'Go Elsewhere' In Event Hollywood Studios Are Closed

From THE DAILY Bureau

WASHINGTON, Feb. 29.—Major motion picture companies, in event of a strike by the actors which will close the Hollywood studios, will to the fullest extent possible try to obtain films to supply the theatres, Eric Johnston, president of the Motion Picture Association of America, said today in a telegram to S. H. Fabian, chairman of the American Congress of Exhibitors.

10 New UA Films Set Despite Strike Threat

Ten major films for United Artists release will go before the cameras in the next few months, with two starting this week, the company announced yesterday.

UA is not involved in the current negotiations for new contracts with the guilds and reportedly a number of the independent producers releasing through the company are discussing individual deals with both writers and actors.

Two films going into production yesterday were "The Magnificent Seven" and "Studs Lonigan." "Exodus" is to start March 28 on location in Cypress and Israel, and "West Side Story" will begin this summer in New York.

Being readied for the immediate (Continued on page 6)

Studios Rush to Beat Actor Strike Deadline

From THE DAILY Bureau

HOLLYWOOD, Feb. 29.—With 18 pictures in production, and two started this week, most of the studios are going full speed ahead to beat the actors' strike deadline. However, if the strike is observed March 7, 20th Century-

(Continued on page 7)

Columbia Has 22 Films Now Ready for Release

Columbia Pictures has 22 major films ready for release in addition to the five films already released this year and three films currently before the cameras, it was announced by Rube Jacker, Columbia vice-president and general sales manager. The 22 pictures which have completed filming will all be released in 1960 as part of Columbia's "Year of the Big C" program.

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Complete facilities for every film
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PERSONAL MENTION

WILLIAM J. HEINEMAN and **JAMES R. VELDE**, United Artists vice-presidents; **DAVID V. PICKER**, executive assistant to U.A. vice-president **MAX E. YOUNGSTEIN**; **SIDNEY COOPER**, Central and Southern division manager, and **JULES CHAPMAN**, supervisor of branch operations, are in Washington from New York.

MAURICE "RED" SILVERSTEIN, first vice-president of M-G-M International, has returned to New York from Europe.

HERMAN KASS, Universal Pictures executive in charge of national exploitation, is in Syracuse today from New York.

EMERY AUSTIN, of the M-G-M home office advertising-publicity department, will leave here today for Chicago.

I. MEEUSSEN, manager of the technical-commercial department of the Gevaert Co., has returned to Belgium from New York.

TEETE CARLE, special representative for Mervyn LeRoy's "Wake Me When It's Over," has arrived in New York from Hollywood.

BEN SIEGEL, sales manager for Selznick Releasing Organization, returned to New York at the weekend from Charlotte.

CHARLES L. CASANAVE, president of Fred Astaire Dance Studios, is scheduled to arrive here by plane today from Miami.

WATCH BRIGITTE BARDOT'S (Vive la) DIFFERENCE!

B. B.

from Columbia!



Johnston Views Latin America

(Continued from page 1)

the spot led him to "think things are going along for us fairly well" there.

A major problem discussed by Johnston in Mexico was the admission price ceiling on 4 pesos (about \$0.32) for first-run theatres in Mexico City. Other towns and states, taking their lead from the national capital, have imposed comparable top price limits.

Johnston met many Mexican film producers and exhibitors to discuss the problems that stem from existence of this long-standing price ceiling, which takes into account neither the progress of inflation nor the devaluation of Mexican currency. Mexican producers are taking up this problem with their government. They will be able to point to the elimination of price ceilings in Brazil and Argentina, which took place after the MPEA president had discussions with the authorities in those countries. Johnston hopes for "some relief" on price ceilings.

Conferred with President

The MPEA president also spoke on this point to President Lopez-Mateos of Mexico, and to the Mexican Minister of Government (equivalent to the U.S. Secretary of Commerce). Though Johnston says he does not "think you ever get these problems settled with one journey," he believes that MPEA can be helpful in solving them.

In discussions with Mexican exhibitors, Johnston said he heard that the box-office business is good, and that product—both U.S. and local producers—is well liked. He noted that pic-

tures with subtitles draw better than Spanish-dubbed films.

TV, Johnston said, does not appear to be having much effect on the box-office, which is stronger than before, even though the number of sets is constantly rising.

Johnston also noted that about 40 per cent of motion picture revenue in the country come from Mexico City, which has only about 15 per cent of the population. In 1959, he said, Mexico took in \$5,000,000 from rentals of its product in the U.S.—a trifle more than the U.S. received from Mexico. Export of Mexican films accounts for about 60 per cent of the revenue of the local industry.

Discussed Joint Production

The question of better cooperation with U.S. film-makers who want to shoot on location in Mexico was also broached by Johnston. He believes the government wants to be as cooperative as it can, but that it is constrained by the limitations made necessary by local attitudes and practices.

In Cuba, Johnston did not deal with representatives of the government, but received a situation report from MPEA representatives here and a briefing from U.S. Embassy officials. He said that business is improving there, and that there are no remittance problems up to this time. Similarly, the new censorship board created by the Government has not yet caused any problems.

Johnston noted, however, that the situation there is fluid.

ABC Radio, Fox Join In 'Flanders' Contest

The ABC radio network and 20th Century-Fox will join in a nationwide contest on behalf of "A Dog of Flanders," which will be heard by 5,000,000 young listeners five times a week on the "Teen-Town" show.

Set to begin the evening of March 7, and continuing through April 1, the winner of the contest and his or her parent will be flown to New York as the guests of 20th-Fox for a weekend on the town, including a special screening of "Flanders," and reserved seat tickets to "Can-Can," in Todd-AO.

Set Date for 'Cranes'

The gala New York premiere of "The Cranes Are Flying" will be held at 8:30 P.M., Monday, March 21, at the Fine Arts Theatre for the benefit of the Near East Foundation, the oldest American voluntary agency devoted exclusively to programs of technical assistance in rural development in newly-developed countries. The Foundation's current programs are in Iran, Jordan, Ghana and Korea.

'Adam and Eve' Bows In New Orleans Mar. 24

Special to THE DAILY

NEW ORLEANS, Feb. 29—Preparations are underway at the Joy Theatre here for the world premiere of Universal's "The Private Lives of Adam and Eve," it is announced by L. C. Montgomery, president of Delta Theatres. Mike Vogel, personal representative of Albert Zugsmith, producer of the film, is here to aid in arrangements.

Several of the actors in the picture, including Mamie Van Doren and Marty Milner, are expected to attend the opening, as is Zugsmith.

J. G. Bryson Dies at 84

HARTFORD, Feb. 29.—John G. Bryson, Sr., 84, active in the industry for 45 years, who was associated with Eric A. Johnston and Will Hays in the Motion Picture Association of America, died in a suburban convalescent home following a long illness. He had lived in West Hartford since 1956, when he retired from the MPAA. He is survived by a son, John G., Jr.

Booklet, 'The Free Screen, Being Mailed by the MPA

From THE DAILY Bureau

WASHINGTON, Feb. 29. — Motion Picture Association of America has started to send out a 10,000 copies of a new brochure "Free Screen," to opinion-makers, cators, public groups, and other community leaders all around the country. The illustrated booklet contains the text of statements made by representatives before the Grand (D., Pa.) subcommittee early February.

Sullivan on Tour for 'Can-Can' Premieres

Edward E. Sullivan, 20th Century-Fox publicity director, arrives in Chicago today on the first leg of a country trip to finalize premiere for the "Can-Can." He will meet exhibitors who are now crossing the film, group sales organizations representing benefits for the premieres, and 20th-Fox branch regional advertising - publicity managers in Denver, Salt Lake City, Los Angeles as well as Chicago.

Conn and Engel Will Aid

In Chicago, branch manager Bert Conn and regional ad-publicity manager Phil Engel will co-host meetings with Sullivan. In Denver, branch head Reville Kniffin and ad-publicity manager Peter Bayes will attend the discussions. In Salt Lake City, Sullivan will have the aid of branch chief Kenneth O. Lloyd and ad-publicity manager Helen Garrity. In Los Angeles, branch manager Morris Sudmin will assist Sullivan. Sullivan will return to New York the weekend.

Arthur Keller Dead

CLEVELAND, Feb. 29. — Arthur Keller, 67, founder and president of Ohio Amusement Co., that operates a circuit of 13 neighborhood houses in this area in the 1930's, died in an urban Community Hospital. He had been active in the real estate field for recent years. Associated with him were the defunct O.A.C. were Meyer and Abe Kramer, now of Associated Theatres Circuit, and the late J. Schuman.

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Annual 'New Faces' Promotion in Detroit

Special to THE DAILY

DETROIT, Feb. 29.—With the aid of the Metropolitan Exhibitors of Detroit 70 theatres will participate in the annual "New Faces — Going Places" promotion of the *Detroit Free Press*. This is the 10th anniversary of the newspaper feature, and plans are under way to give it the widest publicity, and to enroll the participation of the maximum number of theatres in metropolitan Detroit.

Starting yesterday, patrons of all participating theatres, along with members of the *Detroit Free Press*, start casting their ballots for their favorite personality of the year, from a list of nominations selected a year ago. Helen Bower, film critic of the *Press*.

20 Named Last Year

Twenty up-and-coming screen personalities were named last year as those who showed the greatest promise in attaining prominence during 1959, and it is from this list that Detroiters will be invited to select the one who is the furthest on the way to stardom. Immediately following the ballot period to select the 1959 winner, the *Detroit Free Press* will present the names of Bower's 1960 selections, and each over a period of three weeks the *Press* will run a feature story conning one of the newcomers plus a photograph.

Plans are underway to bring a number of the screen personalities involved in the new faces feature to Detroit as a culmination of the campaign, for public appearances which will bring a face-to-face with the greatest number of their Detroit fans.

Saperstein to Handle Tie-Ups for 'Spartacus'

Henry Saperstein & Associates have been engaged to handle the commercial merchandising aspects of the campaign for "Spartacus," it was announced yesterday by David A. Lipson, U-I vice-president. "Merchandising has become one of the most important facets in the long range pre-selling of a big picture," Lipson said; "It is extremely effective as a means of exploiting a film through the products offered for sale and the vast accompanying advertising.

Universal for years has used merchandising tie-ups in the exploitation of its pictures, but never before have they approached this particular phase of exploitation on the extremely large scale that we have planned for "Spartacus."

U-I Buys 'Exercise'

Columbia Pictures announced here yesterday it has purchased film rights in Frederick Brisson's "Five Finger Exercise," a current Broadway hit. The play was written by Peter Shaffer and directed by John Gielgud. The production, with an all-star cast, is tentatively scheduled to be released in the summer of 1961.

TENT TALK

Variety Club News

NEW ORLEANS—Today, March 1, is Mardi Gras Day in New Orleans, and open house will be in effect at the Variety Club headquarters. Cold and hot snacks will be available, as well as a variety of beverages. Sammy Wright, chairman of the house committee, is in charge of arrangements.

PHILADELPHIA—Variety Club has elected the following board of directors for the organization's Camp for Handicapped Children: Victor H. Blanc, John E. Coyne, Frank Damis, Jack Drucker, Dr. Harold Lefkoe, Harry Romain, Leon Serin and Edward A. Skyanier. Each will serve three years. Also elected were Ralph Pries, secretary; Edward Emanuel, treasurer, and Norman Silverman, assistant secretary-treasurer.

CLEVELAND—Tent No. 6 has installed Irwin Shenker as chief barker; also Will Dougherty and Harry Buxbaum, assistants; Stuart Wintner, secretary, and Sanford Leavitt, treasurer. Shenker succeeds Jim Leavitt as chief barker.

Rothafel Will Handle Liquidation of Roxy

Robert C. Rothafel, president and chairman of the board of Roxy Enterprises Corp., has been engaged by the Zeckendorf Hotels Corp. as a consultant for the future activities at the Roxy Theatre. This will include developing a market for the vast inventory of equipment, and supervising liquidation of effects, objects and furnishings made available by the Roxy Theatre sale to the Zeckendorf interests.

Zeckendorf plans for the property are construction of a 900-room, 600-car garage addition to the adjacent Taft Hotel after taking over the Roxy March 24.

Buy Villa Theatre

BALTIMORE, Md., Feb. 29.—John G. Broumas and Louis C. Heon today announced the purchase of the Villa Theatre in Rockville, Md.

Broumas is president of Broumas Theatres, and Heon, head of the Georgetown Theatre Company, is associated with Broumas in several theatre enterprises. The Villa Theatre was formerly an art house, but under the operation of Broumas and Heon will present regular Hollywood product.

Thomas Williams, 55

NORTH MIAMI, Fla., Feb. 29.—Thomas Williams, 55, for 20 years a projectionist in the Cleveland area and a member of Local 160, IATSE, died in this community, where he had been living for the past five years. He is survived by his widow and a daughter.

NT&T Meet

(Continued from page 1)

March 15 in Los Angeles, stockholders are advised in a meeting notice released yesterday. The meeting will take place in the Beverly Wilshire Hotel at 10 A.M.

The amendment to the company's stock option plan would extend the termination date to Feb. 15, 1965. Other business to come before stockholders will be approval of an amendment of the certificate of incorporation increasing the authorized stock from 3,750,000 shares to 5,000,000.

All of the director nominees are now serving on the board except William J. Friedman. Incumbents are Charles A. Barker, Jr., John B. Bertero, B. Gerald Cantor, Samuel Firks, Charles L. Glett, A. J. Gock, William H. Hudson, Willard W. Keith, Eugene V. Klein, Ely A. Landau, Richard W. Millar, Jack M. Ostrow, Graham L. Sterling and Oliver A. Unger.

Salaries Listed

The meeting notice includes information on remuneration to officers for the fiscal year ended Sept. 29, 1959, as follows: Bertero, president, \$64,900; Cantor, chairman of the board, \$30,130; Glett, vice-president, \$46,000; Alan May, vice-president and treasurer, \$41,580. All directors and officers of the company as a group received \$353,033.

Extension of the stock option plan, originally set to terminate in Feb. 15 this year, is sought since 71,926 shares are still available for future grants. The plan provides that options may be granted to salaried executive employees of the company or a subsidiary, including directors who are also salaried employees. Maximum number of employees to whom options may be granted is 50 and no one person can secure an aggregate of more than 100,000 shares.

Those granted options include Bertero, Cantor, Glett and May. Options for 69,000 shares previously granted E. C. Rhoden were terminated on Nov. 30, 1959.

Reconstruct Bleeker Theatre for Films

The Renata Theatre on Bleeker Street here, adjacent to the Washington Square village development, is being reconstructed and will reopen as a motion picture theatre on March 31. The new house will be called the Bleeker Street Cinema.

Policy of the theatre will be to show "prize-winning films, rising talents, controversial subjects and the 'new wave' of independent American filmmakers," it is stated. Film Festivals are also to be held regularly.

Lone Film House to Shut

BLACKSTONE, Va., Feb. 29.—The Nottoway Theatre, the only film house here, will close on March 12. George S. Cummins, co-owner, announced, however, that the equipment will not be moved and that operation will be resumed, if conditions warrant.

PEOPLE

William F. Kelley, president of the Motion Picture Research Council, Los Angeles, has been elected to the board of governors of the Society of Motion Picture and Television Engineers. He has been a Fellow Member of the Society.

Stanley Kramer has been presented the Jewish Welfare Fund's "Man of the Year Award" at a meeting held at the Beverly Hills Hotel, Los Angeles. Presentation was made by Leonard M. Sperry, chairman for the Greater Los Angeles area.

Larry Steel has resigned his position with the May Company, Cleveland, to join his twin brother, William, in operation of the Apollo Theatre, Oberlin; the Star View Drive-in, Norwalk, and other theatre interests of their late father, Jerome Steel.

Dave Roper, formerly a salesman for Warner Brothers, is now conducting his own Enterprise Booking Service, Jacksonville.

Robert McKinley, associated for the past eight years with Loew's Theatres in Columbus, O., has moved to Cincinnati to take over management of the Keith Theatre, a unit of the Shor circuit. He succeeds Carl Ferraza whom the circuit has promoted to head of promotion, film buying and programming.

Manny Friedman, who has been manager of the Schine circuit's New Riviera Theatre, Rochester, N. Y., has been named manager of the new Hellman Theatre, Albany, N. Y., an operation of Hellman Enterprises.

Carl Floyd, owner of Floyd Theatres, central Florida circuit, has acquired the Lakeland Drive-in, Lakeland, from C. W. Burrell.

Frank Kelley, assistant manager at the Warner Theatre, Worcester, Mass., has been promoted by Stanley Warner Theatres to the management of the Ritz Theatre, Albany, N. Y.

George Tonko has reopened as an art house the Star Theatre, Harrisburg, Pa.

Paul Ziffren has been retained as general counsel for the Screen Producers Guild, Hollywood.

Parker Again Named

HOLLYWOOD, Feb. 29. — The appointment of Joe Parker as stage director for the 32nd annual "Oscar" show of the Academy of Motion Picture Arts and Sciences has been announced by Valentine Davies, program committee chairman. Parker served as director of last year's show.

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SANTA BARBARA, Calif.... State Theatre

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NEWARK, New Jersey... Adams Theatre

WORCESTER, Mass.... Capitol Theatre

HUNTINGTON, L. I.... Shore Theatre

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SPRINGFIELD, Mass....Paramount Theatre
SAN ANTONIO, Texas...Broadway Theatre
ALBANY, New York...Ritz Theatre
HANOVER, N. H....Nugget Theatre
HOT SPRINGS, Arkansas...Malco Theatre
NEW BRUNSWICK, N. J....Albany Theatre
YOUNGSTOWN, Ohio...State Theatre
HARTFORD, Connecticut...Strand Theatre
PORTLAND, Oregon...Hollywood Theatre

SEATTLE, Wash....Paramount Theatre
JERSEY CITY, N. J....State Theatre
CANTON, Ohio...Palace Theatre
HONOLULU, Hawaii...Kiaio Theatre
SOUTH BEND, Indiana...Colfax Theatre
CLEVELAND, Ohio...105th Street Theatre
GLEN COVE, L. I....Glen Cove Theatre
FLINT, Michigan...Palace Theatre
PATERSON, N. J....United States Theatre
STAMFORD, Conn....Ridgeway Theatre

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'Do-It-Yourself' Is Murder, Inc. Youngsters' Motto

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 29.—"Ambitious young people now constitute the biggest do-it-yourself project in the history of Hollywood," Andrew J. Fenady, youthful TV and motion picture producer, said in an interview here.

"Aspirants should disabuse their minds of the idea that if a famous producer was a classmate of their father at college they are assured of special treatment, or if a relative holds a responsible position in the industry, they are a cinch for a contract. Nepotism and influence have been replaced by study, preparation, talent and hard work," the young producer added, being himself an example of his observations.

Young actors and actresses can no longer depend on a pretty face or an Apollo-like frame as their only asset in the bustling world of competition that is the world of entertainment. Nothing will take the place of a conscientious self-development, hard work and the drive to succeed, in addition to talent, he said.

Points to Ambitious 'Thousands'

"Despite the fact that media are increasingly more demanding in standards of performance, countless thousands still flock to the film metropolis under the misapprehension that the motion picture and television industries are waiting for them with open arms ready, willing and able to launch them to stardom, without any previous preparation," he pointed out.

"The solid, hard-working, dedicated young actor and actress burn the midnight oil as determinedly as college seniors before final exams. Many are coming to the fore now, new names, new faces, talented, accomplished and disciplined. It is from this group of industrious players the stars of tomorrow will be launched. In our Fenker-Ada Company's teleseries, 'The Rebel', Goodson-Todman package starring Nick Adams, we have used many new names and subscribed 100 per cent to the principle of demanding trained youngsters of high standards," he concluded.

Decca Dividend

Directors of Decca Records, Inc. yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable March 29, 1960, to stockholders of record at the close of business March 10.

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Murder, Inc.

(Continued from page 1)

studio they are shooting exteriors around Manhattan or in Brooklyn. The big scenes at Coney Island are yet to come.

Expenses are incalculable at this point. "We have thrown the budget out the window," said Balaban. The original budget estimate for "Murder, Inc." was \$750,000. At that time the schedule called for four-and-one-half weeks' shooting. But "hurry-up" expenses have kicked the cost up to \$1,000,000, and the strike threat has clipped time off the production by more than a week.

Two Factors Being Tested

Its devotees agree that "Murder, Inc." is testing two vital industry planks:

1. Can a film be shot in little more than half the reasonable time without seriously sacrificing quality of product?

2. Can the job be done entirely in New York?

Balaban's answer to both questions is yes.

Until last Friday only the usual hubbub was to be heard on the Filmways sets. But, when the strike vote was announced, Balaban lost his director, Stuart Rosenberg, and his photographer, Joseph Brun. They quit because they didn't think they could do the job justice with an overloaded shooting schedule.

Balaban stepped in to direct, and Gaine Rescher, because of his considerable television experience, was chosen to direct photography.

"Our technique has changed completely," Balaban said. "We've sacrificed position shooting. Now we're going for dramatics and performance. We're staging each scene very carefully the first time we shoot it, to cut down on the takes.

Cites 'Fresh Approach' Here

"If we had any reservations about film crews in New York we can forget about them. There's a fresh approach here, everyone is more cooperative. If a producer doesn't have to work in Hollywood, I don't know why he should. The pressure would be murderous anywhere with this schedule but here the men work to capacity, with a minimum of complaints."

"Murder, Inc." is the first feature-length film to be produced at Filmways which until recently was utilized for television programs and filmed commercials. But now Filmways, its president Martin Ransohoff feels, is being put to the ultimate test. If "Murder, Inc." is successful despite its obstructions, then Filmways and other local studios will become established and in greater demand.

A sign hangs on one of the doors at Filmways. It reads, "Let's Keep It In The East." "Murder, Inc." is trying its hardest to do just that.

Chessman Film to Open

"Justice And Caryl Chessman," the new documentary will have its New York premiere tomorrow, at the Trans-Lux Theatre, Broadway at 49th St.

REVIEW:

Nude In A White Car

Champs Elysees—Trans-Lux

"Nude in a White Car" is an unusual mystery pegged to the nocturnal escapades of two beautiful, blonde French sisters. One of them is the nude temptress who turns a young Frenchman's life upside down after she seduces him one night in her white car beneath the covering of a Riviera thicket. Following this scene both sisters keep their clothes on for the rest of the picture, so the sleuthing Frenchman is kept cracking until he discovers which girl, after offering herself to him, just as blandly put a gun to his head and ordered him out of the car.

Robert Hossein, who also directed and wrote the screenplay, traces the nude's car to the palatial home of the blonde sisters. The younger one is Marina Vlady, who is as moody and contrite as she is beautiful. She is paralyzed from the waist down, confined to a wheel chair, or so it seems, and in the charge of her sister, Odile Versois. So charmed are the sisters by Hossein that they offer him a permanent place in their home and a share in their business interests. Eventually both fall in love with him and he with Miss Versois. But he intensifies his quest for the nude sister's identity. One of them continues to sneak away almost every night in the white car, exploiting her nudity along the beach. The pendulum of suspicion points from one sister to the other; in the dark, with their long hair down, they easily are mistaken for each other.

Miss Vlady's lecherous quirks dissolve the romance between her sister and Hossein. Miss Versois walks out. Finally Hossein surprises Miss Vlady in her room—on her feet. She had never been paralyzed, she had been acting to win pity and affection, to deprive her sister of her freedom. Miss Vlady accidentally tumbles down a flight of stairs and Hossein tumbles out of the whole deceitful circus, leaving Miss Vlady on the floor screaming and begging for him to return.

The film is far less sensational than its title implies. It was shot on location in Nice, and the comfortably warm, quiet glow of the Mediterranean intones itself upon the picture's exteriors. Running time, 87 minutes. General classification. Release, current.

SAUL OSTROVE

U.A. Sets 10 Films

(Continued from page 1)

future are "Apple Pie Bed," "Green-gage Summer," "The Misfits," "North from Rome," "Paris Blues" and "Time on Her Hands."

UA also now has four films editing and one nearing completion of shooting.

New 'Petticoat' Breaks

Universal-International will promote "Operation Petticoat" on its second multiple-run opening in New York with large blocks of newspaper advertising and also in its third multiple break later this month.

Johnston Rep

(Continued from page 1)

no settlement has been reached March 7, the date set by the Screen Actors Guild for its strike call.

"Let me express our appreciation to you and to ACE for the telegram urging a continuation of negotiations to prevent a strike called by Screen Actors Guild for March 7," Johnston's message to Fabian said.

"This is precisely our position. We want to negotiate. We don't want a strike. A strike, as you suggest, could damage our industry, all elements it, perhaps beyond repair.

Fears for Loyal Employees

"The worst consequences would be to the thousands of individuals, Hollywood, in distribution, in exhibition, who have served the industry faithfully and loyally through their lives. They would be thrown out of work. Many thousands would never again return to their jobs.

"It would be likely that Hollywood would topple from its present eminence to a minor position as a sector of motion picture production. Production would go elsewhere.

"We have negotiated in good faith with the actors. But even while negotiations were going on and real progress was being made, the actors set a date for a strike.

"We share your apprehension at the unfortunate position in which theatres have been placed by the strike call of the actors.

"I want therefore to assure that, for our part, we intend to do everything possible to obtain motion pictures to distribute to the theatres.

"We are ready. We shall be ready to meet all equitable terms of actors except their unreasonable unrealistic demands with respect to post-1948 films. We hope the actors are equally ready to negotiate agreements that will permit Hollywood to go on uninterruptedly with the business of making motion pictures that will fill the theatres of America and of the world and bring prospering conditions to the entire industry."

The ACE executive committee wired Johnston and company presidents that it hoped SAC, in the event no agreement had been reached March 7, would "postpone the strike and extend the negotiations so we may then offer to participate and try to bring to the conference constructive suggestions that could result in maintaining peace in the industry."

Coast Talks Continue

Meanwhile, negotiations continue in Hollywood between SAC and major studios in an effort to reach agreement before the Monday deadline.

Independent producers, meeting with the guild, have reported areas of disagreement had narrowed to a point where it is believed a strike deadline for independent would be extended following another meeting slated for later this week.

Brotherhood Trailer Made Available by NSS

A special Brotherhood trailer is being made available to exhibitors throughout the country by National Service as part of the motion picture industry's 1960 Brotherhood campaign on behalf of the National Conference of Christians and Jews. A copy of the trailer to be utilized by audience and lobby collections is as follows: "Now, more than ever, Brotherhood is needed to eradicate prejudice and hate and all forms of man's inhumanity to man. The National Conference of Christians and Jews is the organization that educates against prejudice and hate. It takes every step to carry on this worthy cause. Please contribute what you can to help us fight about, through Brotherhood, a deeper understanding among all Americans."

Legion Magazine

(Continued from page 1)
Individuals who were known as "friendly witnesses" before the House Un-American Activities Committee earlier.
In the *Legion Magazine's* page titled "Veteran's Newsletter," there is a straightforward statement concerning Otto Preminger's employment of Dalton Trumbo to write the script of "Spots," which goes on to identify Trumbo as one of the Hollywood Ten of 1947 and includes data as to his record of communist associations. "Trumbo has never recanted," the presentation concludes. "The studios have pledged to the public they won't hire his like, but he is such a crowd writer that independent producers, who've made no such promise, believe they can make a buck with Trumbo-written scripts. . . . Can you?"
To other producers or screen writers referred to:

Goldman Resigns

(Continued from page 1)
Deposed at national Allied's spring board meeting, March 28-29.
Goldman's resignation from the national Allied post is a consequence of New England Allied's withdrawal from the national organization over internal differences.

REVIEW:

When Comedy Was King

Youngson—20th-Fox

ROBERT YOUNGSON, the producer who with great success two years ago gathered together some shorts featuring great comedians of the silent screen in "The Golden Age of Comedy," has provided a similar service for a second feature-length film. The new one he calls "When Comedy Was King," and it consists of some choice samples from the works of Mack Sennett and Hal Roach, in addition to Leo McCarey, Frank Capra, and George Stevens.

The cast is a real "who's who" of the top clowns of the silent era "with one unavoidable exception," as the publicity notes. On hand are Charles Chaplin, Buster Keaton, Laurel and Hardy, Harry Langdon, Ben Turpin, Fatty Arbuckle, Mabel Normand, the Keystone Cops, Charlie Chase, to name just a few. The one missing, of course, is Harold Lloyd.

Youngson has done a first-rate job in all departments; the selection and arrangement of the material is remarkably skillful, and he has himself written a narration (spoken by Dwight Weist) that is both humorous and sympathetic, avoiding any suggestion of the condescension that often mars present-day commentary in silent film revivals. Sound effects are also clever and appropriate, and a musical score especially written for the picture by Ted Royal, is atmospheric and gay.

A word of commendation is also in order for the quality of the old films as shown here. Getting them in such excellent condition can have been no mean feat.

The narration singles out Chaplin, Langdon and Keaton as the "three clowns of genius" of the period. The Chaplin excerpts are brief and not vintage Charlie, but the other two are brilliantly represented. Langdon's "Immortal Baby" is hilarious, a perfect example of his personification of innocence at bay in an evil world, and the Keaton episode is built around a chase that eventually involves an entire city police force and builds to a wildly amusing climax.

Other highlights include a Laurel and Hardy short in which their personalities and techniques are given typical play and a sketch in which Edgar Kennedy and Stuart Erwin, in the company of two girl friends, turn the simple process of buying four ice cream cones into an hysterically funny nightmare.

Audiences of all types everywhere are in for an evening of fun with "When Comedy Was King."

Running time, 81 minutes. General classification. Release, in March.

RICHARD GERTNER

'Lady' Business Big

Ansark-George Sidney's "Who Was That Lady?," released by Columbia Pictures, grossed \$28,750 in its first week at the Randolph Theatre in Philadelphia, adding to the film's successful openings in Boston, Chicago and Washington, Columbia announced here yesterday.

'Dog' Big in Macon

In three days at the Grand Theatre, Macon, Ga., "Dog Of Flanders" rolled up \$3,519, outgrossing "Journey To The Center of The Earth" with \$2,554, "Inn of The Sixth Happiness" at \$2,422, "Farewell To Arms," at \$2,889, and many other 20th-Fox films.

Argentine Fete

(Continued from page 1)

Plata March 8 through 17 and is sponsored by the Permanent Commission of the International Film Festival for the Argentine Republic.

Hollywood films previously entered are M-G-M's "The Wreck of the Mary Deare" and Columbia's "The Last Angry Man." "Suddenly" is also a Columbia release. It will be shown at the festival out of competition.

Eight American Delegates

The American delegates will include Paddy Chayefsky, screen play writer; Linda Cristal; Joseph L. Mankiewicz, director of "Suddenly"; Delbert Mann, director of "Angry Man"; Burgess Meredith; Kim Novak; Martin Quigley, Jr., editor of *Motion Picture Herald* and editorial director of Quigley Publications; and George Viethier of the Motion Picture Association.

Mankiewicz has been selected as the American representative to serve on the festival's jury.

Studios Rush

(Continued from page 1)

Fox will be affected with four productions not yet finished, "Let's Make Love," "The Lost World," "High Time" and "One Foot in Hell," plus two independent productions, "Murder, Inc.," and "The Golden Touch."

At Metro-Goldwyn-Mayer, "Butterfield 8" and "Go Naked in the World" will also be affected. Warner Bros. have placed "The Dark at the Top of the Stairs" on a seven-day-week schedule to beat the strike deadline; and "Ocean's 11" is racing to the wire.

Columbia will be concerned with the schedule on "Pepe," "The Guns of Navarone" and "The Wackiest Ship in the Army." Others affected are Allied Artists "Hell to Eternity," and U-I's "College Confidential" with "Eternity" having SAB approval to complete its location shooting in Okinawa.

Two pictures started this week were "The Magnificent Seven" and "Studs Lonigan," both for United Artist release.

Completed were "Cimarron," at Metro-Goldwyn-Mayer; "The Bellboy" Jerry Lewis Production for Paramount, and "From the Terrace," a 20th Century-Fox production.

seventeen's

PICTURE OF THE MONTH



FOR APRIL

A Hal Wallis Production

"VISIT TO A SMALL PLANET"

A Paramount Picture

Selected by SEVENTEEN . . . entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!



NOMINATED FOR
7 ACADEMY AWARDS



BEST PICTURE OF THE YEAR

BEST ACTOR OF THE YEAR... JAMES STEWART

BEST SUPPORTING ACTOR OF THE YEAR... ARTHUR O'CONNELL

BEST SUPPORTING ACTOR OF THE YEAR... GEORGE C. SCOTT

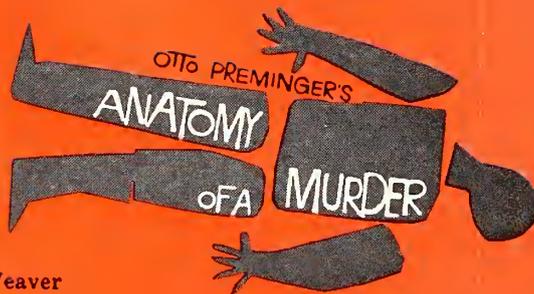
BEST CINEMATOGRAPHY (Black-and-White)... SAM LEAVITT

BEST FILM EDITING... LOUIS R. LOEFFLER

BEST SCREENPLAY... WENDELL MAYES

STARRING
JAMES STEWART
LEE REMICK
BEN GAZZARA
ARTHUR O'CONNELL
EVE ARDEN
KATHRYN GRANT

and JOSEPH N. WELCH as Judge Weaver



WITH GEORGE C. SCOTT/ORSON BEAN/RUSS BROWN/MURRAY HAMILTON/BROOKS WEST screenplay by WENDELL MAYES from the best-seller by ROBERT TRAVER photography by SAM LEAVITT production designed by BORIS LEVEN produced and directed by OTTO PREMINGER/a Columbia release

▶ music by Duke Ellington ◀



MOTION PICTURE DAILY



L. 87, NO. 41

NEW YORK, U.S.A., WEDNESDAY, MARCH 2, 1960

TEN CENTS

ould Cut Fees

. Y. Senate een Passing icense Bill

at Kelly Says House ight Defeat It Again

Special to THE DAILY

ALBANY, March 1.—Senator John J. Archi, co-sponsor of a bill decreasing fees collected by the State Education Department's motion picture division for licensing films, said today the measure had been favorably reported to the Senate education committee to a finance committee, "because it involves money." He said he did not expect any eventual difficulty in obtaining Senate approval.

A similar act—except that it proposed to cut the rate from \$2 per thousand feet on prints to \$4 for each additional "entire" copy whereas the pending legislation would make the
(Continued on page 2)

Adam' Is Condemned y Legion of Decency

The National Legion of Decency announced yesterday that it has condemned "The Private Lives of Adam and Eve," an Albert Zugsmith production for release by Universal-International. The film stars Mickey Rooney and Mamie Van Doren.

The Legion statement said: "This
(Continued on page 4)

Haynes Named to Board, NSS, Ltd. Managing Post

From THE DAILY Bureau

LONDON, March 1. — At the annual meeting of the board of directors of National Screen Service, Ltd., Antony L. Haynes was elected to the board. Haynes was thereupon designated by the board as managing director of the company.

Haynes has been with National Screen Service for eight years, most recently as general manager. He had previously been associated with MGM.

TELEVISION TODAY—page 4

Report Competing Theatres Are Unhurt by Telemeter

Special to THE DAILY

TORONTO, March 1.—The first four days of Telemeter operation in suburban Etobicoke, while spectacularly successful in its own right, has had no discernible effect on theatre attendance in the same drawing area, John J. Fitzgibbons, head of Famous Players Canadian, which operates most of the theatres affected, said today.



J. J. Fitzgibbons

"Business at our theatres in the Etobicoke competitive area has been no different since the Telemeter operation began last Friday than on a normal weekend," Fitzgibbons answered a reporter's question. "I would say the theatres have not been affected. There is room for both entertainment forms. All it means is that we are getting
(Continued on page 4)

AMPP-SAG Negotiations Will Continue, Says Boren

From THE DAILY Bureau

HOLLYWOOD, March 1. — "We will resume discussions with the Screen Actors Guild," was the only comment furnished by Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, following today's meeting of SAG and AMPP negotiating committees. No date has been set for the next meeting seeking a solution to their contract dispute.

Meanwhile, Julian Blaustein and the committee representing the Screen Producers Guild will hold a closed conference tomorrow with Si Fabian and his Theatre Owners of America committee on current industry problems affecting both groups.

Laurentiis Sets 4 Abroad In English This Year

By SAMUEL D. BERNIS

HOLLYWOOD, March 1. — Dino de Laurentiis will make four films in English in Europe before the end of the year, using American star names and one or two American directors, the Italian producer announced at a press conference here
(Continued on page 2)

Minimum Wage, License Fee on Maryland Agenda

Special to THE DAILY

BALTIMORE, Md., March 1.—The status of state efforts to secure theatre exemption from the new proposed Federal minimum wage and hour bills, and for relief from the Maryland theatre license fee schedule, will be top subjects on the agenda of the board of directors of the Maryland Theatre Owners Association, at its
(Continued on page 2)

Three Film Classification Measures Remain Unvoted in N. Y. Assembly

Special to THE DAILY

ALBANY, N.Y., March 1.—As the Assembly Education committee today entered the final week for action, three film classification bills remained on the unvoted calendar.

Of these, the Younglove act, authorizing the Education Department's motion picture division, in licensing a film, to classify it as "approved for patronage by children attending the elementary and secondary schools," and if empowered by the Regents, to award the producers, exhibitors, or distributors of any film so classified

"a seal or other appropriate evidence of its approval," was considered by some observers to have the best chance of being reported.

Assemblyman Daniel M. Kelly of New York, who called this "an excellent bill," believed the probability of favorable committee action "good";
(Continued on page 5)

MPEA Statement

Ask U.S. Help In Removing Curbs on Films

Johnston Says Barriers No Longer Justified

From THE DAILY Bureau

WASHINGTON, March 1. — Without freedom to circulate in world markets, the American motion picture is deprived of its effectiveness as an ambassador of this nation and a stimulator of its trade, Eric Johnston, Motion Picture Export Association president, told the Commerce Department's special conference on export trade promotion which opened here today.

Motion pictures are first in a series
(Continued on page 5)

Name Resigned Allied Men to ACE, Compo Units

From THE DAILY Bureau

WASHINGTON, March 1.—Al Myrick, president of Allied States, has completed the designation of Allied representation in Compo and the American Congress of Exhibitors. In doing so, representatives of New Eng-
(Continued on page 5)

Webb & Knapp Paying Fox \$1,000 Daily Under Deal

Webb & Knapp, which received an extension to May 1 to exercise its right to purchase the 20th Century-Fox studio property, has been paying a consideration of \$1,000 per day since Feb. 1 for the extension, it is learned. The payments are to continue until the deal is consummated or, at Webb & Knapp's election, abandoned.

In the latter eventuality, Webb & Knapp would forfeit the \$2,500,000 payment made to 20th-Fox last year. On closing, an additional payment of \$3,180,000 is to be made. Total purchase price can run as high as \$56,000,000, with payments over a 10-year period. The \$2,500,000 down payment would be applied to the purchase price if the deal is closed.

PERSONAL MENTION

SPYROS P. SKOURAS, 20th Century-Fox president, arrived in Hollywood yesterday from New York and San Francisco.

EUGENE PICKER, president of Loew's Theatres, will return to his duties today following a combined vacation and business trip.

HENRY H. "HI" MARTIN, Universal Pictures vice-president and general sales manager, left New York yesterday for Chicago. He will return on Friday.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, **BERNARD LEVY**, will leave Tucson, Ariz., today for Chicago.

ELIA KAZAN, director, has returned to Hollywood from New York.

SAMUEL GOLDWYN, JR., will arrive here tomorrow from the Coast.

WILLIAM WYLER, director, has returned here from Europe.

Radnitz to Tour

Robert Radnitz, producer of 20th Century-Fox's "A Dog of Flanders," will embark next week on a cross-country "grass roots" speaking tour during which he will address Parent-Teacher Organizations, major church and synagogue groups, students and editors of school newspapers, etc., after screening the film.

Rites for Mrs. Kiernan

Funeral services for Mrs. Frank J. Kiernan, wife of the controller of Stanley Warner Corp., will be held at 10 A.M. tomorrow in Immaculate Heart of Mary Church, Brooklyn. Mrs. Kiernan died Sunday night.

gems of showmanship!...

SPECIAL TRAILERS

by **national screen service**

De Laurentiis

(Continued from page 1)

today in the Paramount studios. All of the films, budgeted at an average of \$1,500,000, will later be dubbed in French and Italian, since those countries are more receptive to dubbed films, De Laurentiis said.

The producer, who recently completed his commitment for Paramount with productions of "Under Ten Flags" and "Five Branded Women," made the trip to Hollywood with Mario Monicelli, director-writer of "The Great War," current contender for an Academy Award as the best foreign film of 1959, to promote interest in the film, which gave him "greatest personal satisfaction."

Western hemisphere rights to "The Great War" were purchased from De Laurentiis by David Griersdorf, head of Beaver Films of Ontario, Canada.

Richard Fleischer will direct "Barabbas," one of the four films, in September. This one is a Biblical story after the Crucifixion.

Borgnine Is Cast

The others include "The Dolls," a musical comedy of show business with French background; "Love on the North Sea," a story of sea scavengers starring Ernest Borgnine and Annette Vadim; and "The Two Colonels," a tragic-comedy of conflict between a British and Italian colonel during World War II.

Two of these films will be ready for release in October, the others in March, 1961.

All of the films are being completely financed by the De Laurentiis company with distribution arrangements to be made following completion of the films.

Minimum Wage

(Continued from page 1)

meeting Thursday, March 10, here, John C. Broumas, president, announced today.

Broumas said the board would convene at 10 A.M. at Marty's Park Plaza in this city, with a luncheon following.

He said members had been contacting their senators and congressmen on the minimum wage campaign, and that reports would be received on the replies from the legislators. Douglas Connelley and William Friedman, who were appointed to contact Maryland commissioners on the licensing provisions, would also report on their progress.

Broumas will report on the mid-winter board of directors and executive committee meeting of Theatre Owners of America in Washington last week, at which he represented the Maryland unit. Plans will also be made for a full membership meeting in the late Spring.

Fox to Open 5 Films Here in Two Weeks

Twentieth Century-Fox will open five films in New York theatres within the first two weeks of this month.

Heading the list is "Can-Can," which will have its premiere at the Rivoli Theatre in Todd-AO on March 9. "The Third Voice" will open at the Victoria this Saturday, and set for March 10 is "Seven Thieves" at the Paramount. Going into the Roxy, probably next week, will be "The Wind Cannot Read," while "The Rookie" will open at the RKO Albee today.

UA, Cocoa March Tie-Up For 'Boy and Pirates'

United Artists and the Cocoa Marsh division of the Taylor Reed Company have set a national merchandising promotion involving more than 10,000 supermarkets and food stores, 357 television stations and key theatres around the country on behalf of "The Boy and the Pirates," it was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

The UA release will receive saturation bookings starting with the Easter holiday period, and will be backed by a full-scale exploitation program aimed primarily at the children's and teenage market. The saturation booking pattern beginning in the Midwest will be followed in other major markets.

Golden to Speak Today For Children's Institute

Herbert L. Golden, vice-president of United Artists and president of United Artists TV, Inc., today will deliver an address at a luncheon meeting of 175 women forming the nucleus of the South Shore, L. I., fund-raising group of the Children's Asthma Research Institute and Hospital in Denver. The luncheon will be held at the Middle Bay Country Club.

Golden is treasurer of the executive council of CARIH, of which Max E. Youngstein, vice-president of United Artists, is general chairman of the 1960 drive.

Gov't Unit Backs 'Stars'

The Department of Defense has endorsed "I Aim at the Stars," the Werner van Braun story, it was disclosed yesterday by Charles H. Schnee, producer of the Morningside film for Columbia release. Following a special screening at the Pentagon in Washington, officials of the department promised full cooperation in exploiting the picture.

N. Y. Senate

(Continued from page 1)

price \$6.50 for each print—unanimously passed the upper House last year. The charge for original films—"the physically reviewed"—would be increased from \$3 to \$4 per thousand feet.

"The theatres are in rocky condition and this bill would help them," Marc commented. He added that the argument of a "tight budget," previously advanced in the Assembly as a reason for its defeat, "does not hold today."

Assemblyman Daniel M. Kelly, New York City Democrat, who led the fight resulting in rejection of the measure by the lower house in the closing hours of 1959 session, held to the contrary. Kelly said there was "a reasonable chance" it would be defeated there again.

Assemblyman Anthony P. Savare Jr., like Senator Marchi, a Republican, is co-introducer of the legislation which would not take effect until April 1, 1960.

The Commerce and Industry Association of New York, Inc., is most active in pushing the proposal. Some surprise is expressed that letters from industry leaders advocating passage have not been received in larger numbers.

War Compensation Bill Excludes Film Claims

From THE DAILY Bureau

WASHINGTON, March 1. — The House has passed by voice vote a bill to compensate American nationals for certain losses suffered during World War II.

The measure excludes from consideration claims by the motion picture industry for rentals on film seized and used by the enemy during the war.

LOOK FOR BRIGITTE BARDOT'S (Vive la) DIFFERENCE!

BIG BOXOFFICE

from Columbia!



ALL THE

WAY DOWN THE LINE

an all-time record, \$867,237
gross in its first sub-run multi-
ple theatre break in New York
and the equivalent new highs
in its multiple breaks in
Pittsburgh, Cleveland, Chicago,
Minneapolis, St. Paul, Seattle.

"OPERATION PETTICOAT"



Cary Grant * **Tony Curtis**
in
"Operation Petticoat"

in Eastman COLOR

Co-starring **JOAN O'BRIEN** • **DINA MERRILL** • **GENE EVANS** with **DICK SARGENT**

and **ARTHUR O'CONNELL**

Directed by **BLAKE EDWARDS** screenplay by **STANLEY SHAPIRO** and **MAURICE RICHLIN**
Produced by **ROBERT ARTHUR** A GRAMART PRODUCTION



CONTINUES TO SET ALL-TIME U-I RECORDS AND INDUSTRY RECORDS!

There has never been anything quite like "PETTICOAT"

Balaban Predicts Telemeter Will Recoup 'Lost Audience'

Special to THE DAILY

TORONTO, March 1. — Barney Balaban, president of Paramount Pictures, owners of International Telemeter Corp., in a statement made during the opening of telemeter service in this area, said he saw in Telemeter an opportunity of recovering "a great percentage of the lost audience—the audience that doesn't go to motion pictures."

Balaban declared that Telemeter will be the instrument that will keep the motion picture industry from sinking into obscurity. It will be the difference between a profit and a loss, he added.

Telemeter

(Continued from page 1)

more motion picture patrons than before."

FP-C operates the Runnymede, Kingsway and New Toronto in the Etobicoke area, and has an interest in Nat Taylor's Westwood there. Also in the immediate area are the Odeon and Biltmore, the latter operated by the estate of the late Ben Oken.

'Journey' and 'Nun's Story'

The Telemeter programming opened with "Journey to the Center of the Earth" and "The Nun's Story" for \$1 each. Today, "Career" and "The F.B.I. Story" were offered and will be on again tomorrow. Sunday night, the Toronto Maple Leafs-New York Rangers hockey game from Madison Square Garden was available for \$1. The pictures, which had just come off the neighborhood circuit here, were available on alternate channels.

Fitzgibbons described the reaction to date as "fantastic" and "overwhelming."

"We had to take our sales force off," he said. "We are unable to

AROUND THE TV CIRCUIT

with PINKY HERMAN

THE first of a series of closed circuit telecasts, under the supervision of Dave Tebet, took place yesterday when producers in Burbank watched a parade of new talent performing in New York. Assisting Dave in screening new talent is a staff consisting of Lou Ames, David Sontag, Richard Kelly and Edith Hamlin. . . . Arthur Freed, who'll produce the forthcoming 32nd annual "Oscar Awards" NBCContest which will be simulcast Monday, April 4 (10:30-12 midnight) has added Yves Montand to the stellar array of talent. . . . Ingrid Bergman will CBStar in several 90-minute TV specials during the 1960-61 season. Initial vehicle will be produced by her husband, Lars Schmidt who has also been pacted to do several specials for this net. Programs will be videotaped in Europe. . . . Hubbell Robinson Productions' presentation last month of "The Swingin' Years" for Ford Startime proved so well received that they've skedded a sequel for the NBChannels next Tuesday. Titled "The Swingin' Singin' Years," this one will again have Ronald Reagan as Host and will feature songs and stars of the Forties. . . . After five years at NBC where he was writer-producer-director, Laurence Untermyer has resigned to become an account executive at Transfilm-Wilde. . . . Mike Merrick Associates has been retained by Burt Balaban's Princess Productions to handle national exploitation and promotion for "Murder, Inc." currently being filmed in Gotham and slated for release thru 20th Century-Fox. Henry Morgan makes his dramatic debut in this one. . . . TVision Suzannes Storrs utilizes a cute (and very smart) trick. When she plays "the sweet young thing" she's her natural blonde self. BUT when she's "the other woman" she dons a brunette wig. . . .

☆ ☆ ☆

Greer Garson will star in the May 2 NBCColorcast of Hallmark's presentation of George Bernard Shaw's "Captain Brassbound's Conversation." George Schaefer will produce-direct the 90-minute comedy which was written in 1889 for Ellen Terry and which was presented on Broadway several times. . . . Your LP library is incomplete if it doesn't have Rosa Rio's latest Vox Platter of a medley from "My Fair Lady" and "Gigi." An Organ-atic's delight. . . . Del Peters has taken over management of Van B. Fox, former director of "Wide Wide World" and currently megging "NBCconcentration" which is produced by Jack Farren and stars Hugh Downs. . . . Back in 1932 (Feb. 29 to be exact) an ambitious young announcer took a temporary job at WEA. The "temporary job" may well turn out to be a steady one for Jack Costello who's still there and regarded as one of the most popular of NBChirpers. . . . Here's one that is more truth than poetry and which really stumps Madison Avenoodniks. When the commercials come on, many living rooms become "leaving rooms."

service any more subscribers than have applications in now until well into the future. Our telephone lines were jammed with new applicants, with calls from people who wanted to tell us how pleased they were with Telemeter, and from the plain curious who wanted to ask questions. Calls were received at the rate of four a minute, despite the fact that we undertook no special promotion for the opening."

Telemeter Expansion Being Speeded Up

In New York yesterday, Louis A. Novins, president of Telemeter, said that as a result of the reception of the system in Etobicoke its expansion time-table is being speeded up. Service will be provided to a 40,000 home area in Etobicoke, rather than the 13,000 home area originally planned.

In addition, plans are being made for the installation of Telemeter systems in other Canadian communities, and the first for the U.S., probably in the Rego Park, Queens, area, is

Assembly-Passed Bill Defines Radio-TV Libel

Special to THE DAILY

ALBANY, N. Y., March 1.—The Assembly today passed and transmitted to the Senate a bill by Assemblyman Martin J. Kelly, Jr., New York City Democrat, amending the penal law to include in the definition of criminal libel, "a malicious defamation orally uttered, publicly communicated by radio or television."

This was the first time such a measure had come to a vote here.

expected to be started before the end of 1960, Novins said.

Saying that the Etobicoke reaction "far exceeded our hopes for this early stage," Novins asserted "Telemeter must be fulfilling a latent public demand for something new and better in television programming. We have apparently started a revolution in show business in Toronto this past weekend."

'Adam and Eve'

(Continued from page 1)

film makes use of the scriptural count in the Books of Genesis of origins of mankind in order to exploit the sensational. The story, developed in an atmosphere of blasphemy, is judged to be blasphemous and sacrilegious in its presentation of man's sex life as the invention of a devil rather than as the handiwork of God.

"This unconscionable offense to religion is compounded by the treatment in which the film-maker resorts to indecencies and pornography that are blatant violations of Jewish and Christian standards of modesty and decency. It is most regrettable that this film bears a Code Seal of approval of the Motion Picture Association of America."

The Legion statement pointed out that this is the first time since 1934 that it has found it necessary to condemn a film of a major American company. The Legion condemns "Baby Doll," a Warner Bros. release in December, 1956.

"The Private Lives of Adam and Eve" has not yet been shown to trade press for review either in Hollywood or New York, nor had a screening been scheduled as of yesterday. Delta Theatres previously announced in New Orleans that the film will have its world premiere at the Theatre there on March 24.

The Legion has also condemned a second picture, "The Mating Urges" released by Citation Films. The objection: "This film, presented under the guise of a semi-documentary, considered to contain subject matter morally unacceptable in a mass medium of entertainment. Its ethical and sociological values are also highly questionable."

Mass. Anti-Trust Suit Settled Out-of-Court

Special to THE DAILY

BOSTON, March 1. — The anti-trust suit of the Morse Theatre, Franklin, Mass., owned by Walter Mitchell, has been settled out of court for an undisclosed sum.

Filed in 1952, the suit asked \$1,000,000 in damages from the eight majors and Republic, and three circuits, RKO Rhode Island Corp., New England Theatres, Inc., and Interstate Theatres Corp.

The plaintiff claimed national and local conspiracies setting up a system of runs, clearances and admission prices. The suit was brought to trial last week before Judge Ford of the Federal Court here, but at the conclusion of the first day's evidence settlement was reached.

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**PROJECTOR
CARBONS**

Stockton to Coordinate Y. Brotherhood Drive

Sidney Stockton has been appointed home office representative to coordinate the New York drive for the 1960 Brotherhood Campaign for the Goldwyn-Mayer, it was announced by Salah M. Hassanein, vice-president of Skouras Theatres and United Artists Circuit, Inc., who is chairman of the metropolitan New York area Brotherhood campaign. A concerted fund-raising and membership drive on behalf of the National Conference of Christians and Jews is being conducted by all major companies. Other special representatives include Frank Carroll, 20th Century-Fox; Nat Furst, Allied Artists; Bernard Goodman, Warners; John Hughes, United Artists; Arthur Israel, Paramount; Hank Kaufman, Columbia; and Frank McCarthy and John Connor, Universal.

Classification Bills

(Continued from page 1)

He emphasized that he "opposed censorship generally." Another informed legislator commented, "we have the budget bills on the calendar today, and until we get the budget out of the way, action on the classification measure should not be expected. Wait and see." The education committee will hold a meeting tomorrow morning, and the additional bill before the March 8 deadline, a spokesman stated.

All Bills Failed Last Year

All film classification legislation failed in committee last year. The Ways and Means Committee, which can wait until March 10 for final action, has not yet voted on the measure bill, reducing the license fees collected by the motion picture industry. However, a somewhat similar proposal was favorably reported in 1959.

Wind' Gross Is Big

Twentieth Century-Fox's "The Wind Cannot Read" opened at the Capitol Theatre in Williamsport, Pa., last Sunday, a "blue-law" day, and took in \$948, the biggest opening for any Fox film ever to play in the area.

Frank Lachmann Dead

Frank Lachman, for the past 25 years a projectionist with Movie-News, died Monday at his home in New York. L. I. A veteran of more than 40 years in the industry, he is survived by a brother and two nephews.

Ask U. S. Aid in Removing Curbs on Films

(Continued from page 1)

of 40 industry conferences scheduled by the Commerce Department to discuss ways in which the government can give maximum assistance to business in increasing sales of U.S. products abroad. Secretary of Commerce Frederick H. Mueller presided.

In his statement Johnston cited the numerous restrictions which hamper the free circulation of American films in world markets. To overcome some of the restrictions, Johnston suggested, "It is of high importance for U.S. representatives to explore the possibilities of obtaining a more effective application of and adherence to the General Agreement on Tariffs and Trade (GATT). In particular, we urge that this exploration should seek methods for preventing abusive administrative practices. These can be, and often are, just as harmful to trade as restrictive laws and regulations themselves."

Noting that American film compa-

nies agreed in the immediate post-war years to restrictive measures designed to aid nations whose economies had been disrupted by war to recover, Johnston said many such emergency restrictions are no longer justified by economic circumstances and should be abolished.

He said the industry recommends that "in the forthcoming multi-lateral and bi-lateral negotiations, our government should make every effort to clean out these harmful vestiges of the past and to obtain every possible assurance against new and unreasonable barriers to film trade in the future."

Among the foreign market restrictions affecting distribution of American films abroad, Johnston mentioned "import quotas, release quotas, screen quotas, remittance limitations, arbitrary restrictions of blocked funds, discriminatory or confiscatory import duties, discriminatory or excessive special taxes and levies, special restrictions on the printing or dubbing of

films, arbitrary limitations on franchise terms, limitations on film rentals, limitations on the establishment of subsidiary enterprises, discriminatory or excessive admission taxes, unreasonable ceilings on admission prices, administrative practices and measures to penalize distributors, administrative restrictions on the operation of subsidiaries, unfair applications of income taxation and various types of special taxation."

"All this abroad," Johnston commented, "while we maintain an open market, a non-discriminatory market, for all films in the U.S."

Feels 'Clearly at Odds'

Johnston said he realized some of the restrictive measures he had mentioned "do not fall directly into categories covered by GATT or other international trading agreements. But we feel they are clearly at odds with the spirit and intent of GATT, which is to encourage world trade by assuring the absence of unjustified restrictions and unwarranted discriminatory treatment of any of the signatory nations."

After the meeting, Johnston who, with Kenneth Clark, MPEA vice-president, were the only industry people present, stated that he believes that the efforts of the Commerce Department in reducing barriers to imports of U.S. films are welcome, and that they promise to be "most helpful, invaluable to us." He noted that free trade in films could work a rise of 30 per cent to 50 per cent in U.S. receipts from foreign exhibition — between \$100 and \$150 million.

Says Gov't Welcomes Suggestions

Government officials present also seemed encouraged by an auspicious start to the series of meetings. H. Herbert Hughes, assistant administrator of the Commerce Department's business and defense services administration, commented that the government is delighted to have problems pinpointed by industry. In this way, the Commerce Department can advise State Department negotiators of the things that concern business most. Hughes noted that the motion picture industry's presentation to the meeting had helped to put some things in proper perspective. In the movie industry, for example, it was noted that tariff concessions, as well as screen quotas, are negotiable in international meetings, but that there are many other deterrents to international trade in films and that in some cases these constitute more effective barriers to film imports than tariffs alone.

Named to ACE, Compo Units

(Continued from page 1)

land and Western Pennsylvania Allied were re-named to committees, although both regional units have withdrawn from national Allied.

In explanation, an Allied bulletin released today said those areas, Western Pennsylvania and New England, "are important and should be represented in Compo and ACE regardless of their affiliation. Compo and ACE were designed as meeting places for the representatives of exhibitors in all sections of the country. In reappointing these men who were first chosen by Horace Adams (former Allied president) and were once confirmed by the Allied board, Mr. Myrick is giving effect to the spirit and purpose of those organizations," the bulletin explains.

Hendel, Lider and Finkel

Those named from organizations which have resigned from Allied are Harry B. Hendel of Western Pennsylvania, who was reappointed an Allied member of the Compo executive committee and of ACE's industry-government relations committee; Edward W. Lider, of New England Allied, reappointed an Allied member of the ACE executive committee; and Morris M. Finkel, of Western Pennsylvania, re-named to the ACE industry research committee.

Reappointed to the Compo executive committee with Hendel were Marshall Fine of Ohio Allied, Milton H. Lon-

don, Michigan, and Roy Kalver, Indiana. Previously named to the committee by Myrick were Ben Marcus, Wisconsin, who was also re-named Allied's member of the Compo triumvirate; Irving Dollinger, New Jersey, also re-named alternate to Marcus as a triumvir; C. Elmer Nolte, Jr., Maryland, also serving as co-chairman of Compo's national minimum wage committee, and Abe Berenson, Louisiana.

Myrick, who is a member of the ACE executive committee by virtue of being president of Allied, and who earlier had named Dollinger and Marc J. Wolf as his alternates, re-named the following incumbents to ACE committees in addition to Finkel, Lider and Hendel: to the producer-distributor-exhibitor relations committee, Adams, Marcus and Dollinger; to industry-government relations, Jack Kirsch, Edward E. Johnson; committee on ways and means to increase production, Julius M. Gordon (for Rube Shor, deceased), Nolte, Wolf; committee on post-48 films, Marcus and Kirsch; committee on industry research, Ted Manos, London, Fine, Ted Mann; committee on toll-TV, Wilbur Snaper.

'Larceny' Here Mar. 16

Paramount's "A Touch of Larceny" will have its New York debut on March 16 at the Normandie Theatre.

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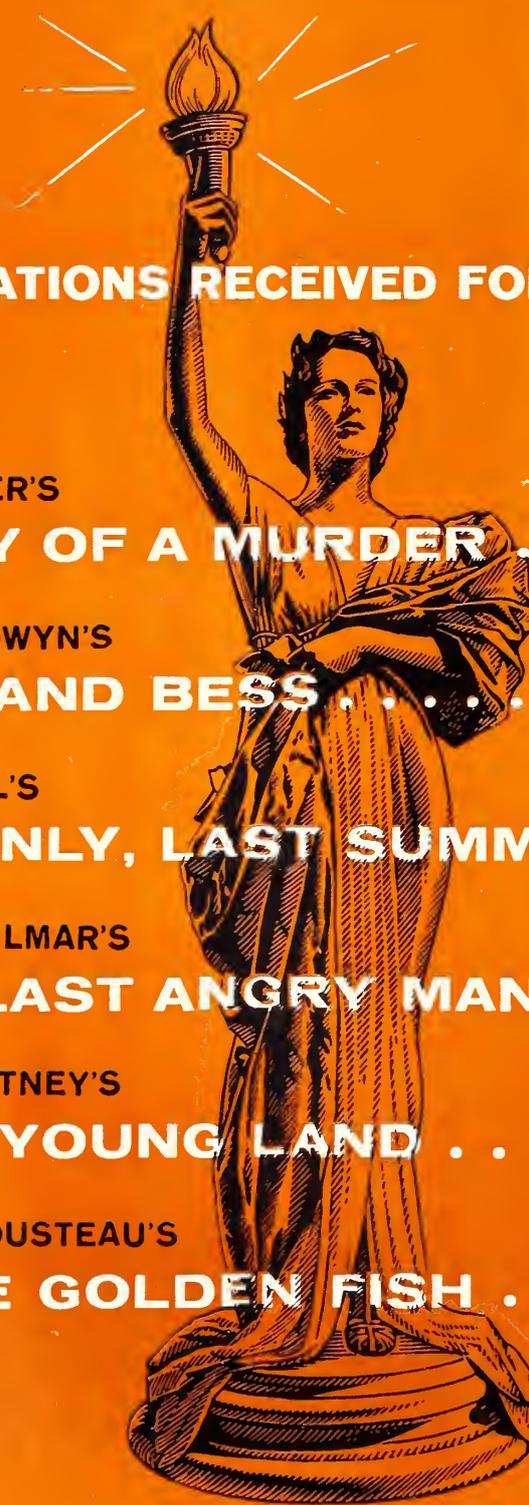
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COLUMBIA TOPS ACADEMY NOMINATIONS

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IS PROUD OF THE FACT THAT FILMS RELEASED BY THIS COMPANY EARNED MORE ACADEMY AWARD NOMINATIONS FOR MORE PRODUCTIONS THAN THOSE OF ANY OTHER COMPANY AND WE EXTEND OUR SINCERE THANKS AND CONGRATULATIONS TO THOSE WHO MADE IT POSSIBLE.

18 NOMINATIONS RECEIVED FOR **6** PRODUCTIONS



OTTO PREMINGER'S ANATOMY OF A MURDER	7
SAMUEL GOLDWYN'S PORGY AND BESS	4
SAM SPIEGEL'S SUDDENLY, LAST SUMMER	3
FRED KOHLMAR'S THE LAST ANGRY MAN	2
C.V. WHITNEY'S THE YOUNG LAND	1
J.Y. COUSTEAU'S THE GOLDEN FISH	1



MOTION PICTURE DAILY



67, NO. 42

NEW YORK, U.S.A., THURSDAY, MARCH 3, 1960

TEN CENTS

ht Change Made
Classification
Will Ratified by
Assembly Unit
Change Considered Likely
Younglove Measure

Special to THE DAILY

BANY, N.Y., March 2. — The subcommittee on public education favorably reported a bill introduced by Joseph R. Younglove, chairman of the Joint Legislative Committee on Offensive and Obscene Material, to amend the education law authorizing the motion picture division, State Education Department, classifying a film, to classify it as approved for patronage by children attending the elementary and secondary schools of the state.

This action marked the first time the committee of the legislature had approved a film classification measure. One fortnight after the bill had been submitted by Assemblyman Younglove. Chances that the Assembly will pass the bill are good.

1st Quarter Net
Over \$1,250,000

Universal Pictures Co. is expected to report net profit in excess of \$1,250,000 for the first quarter of its current fiscal year, ended Feb. 1, according to financial district reports. The estimated result compares with a loss of \$865,000 for the corresponding quarter a year ago. The estimated \$1,250,000-plus net for the quarter just ended represents operating profit.

Bronston to Represent
Industry at Italian Fair

From THE DAILY Bureau

WASHINGTON, March 2. — Eric Bronston, president of the Motion Picture Export Association, will represent the United States film industry at the first Congress of the Bureau of International Film Exchanges.

TELEVISION TODAY—Page 6

Selig Plan Answers Industry Criticism
By Showing Family Films to Civic Units

Special to THE DAILY

DENVER, March 2.—The success which Robert W. Selig, president of Fox Inter-Mountain Theatres here, has had in meeting public criticism of film content and advertising through meetings to discuss the situation with selected

Magna Corp. Reports
First Annual Profit

Preliminary financial statements of Magna Theatre Corporation for the fiscal year ended Jan. 31 1960, reflect a net profit in excess of \$700,000, it was reported yesterday by A. E. Bollengier, vice-president and treasurer of the company. This is the first year since the inception of Magna in 1953 that a net profit has been realized.

Bollengier stated that the annual report of the company, which will include audited financial statements, will be ready for distribution in April.

Daff to Make 5-Month
African Market Survey

Al Daff, former executive vice-president of Universal-International, will leave here March 13 for London, en route to Africa where he will undertake a five months survey of the current and potential markets there.

Daff said the new African republics and expanding economies of new and old nations there afford what is probably the greatest undeveloped market for motion pictures.

Contact with Exhibitors, Newsmen
Is Best Pre-Sell Weapon, Carle Finds

Personal contact by regional publicists with exhibitors and newspaper editors is the strongest pre-sell weapon available to motion picture companies in today's era of accelerated advance publicity.

This opinion, based on dollars-and-cents evidence, was offered in an interview here yesterday by C. E. "Teete" Carle, one of two exploitation specialists presently employed by Twentieth Century-Fox to function nationally on pictures now in preparation or those already scheduled for release. Carle, who formerly was studio publicity director for Paramount Pictures, is assigned specifically to Mervyn LeRoy's "Wake Me When It's Over," Fox's major picture for Easter release.

But it is a function even of the

civic groups has led Theatre Owners of America to call the Selig procedures to the attention of its members all over the nation.

Selig meets the criticism head on, but turns it into constructive channels by showing such groups as the Denver County Parent-Teachers Association examples of family-type features, educational and informative shorts which the industry has available and



Robert W. Selig

Bronston Returns Here;
To Coast on New Film

Samuel Bronston, producer of the forthcoming "King of Kings," returned to New York yesterday after setting up arrangements in London, Rome and Madrid for the \$5,000,000-budgeted film.

While in Rome, Bronston had a private audience with Pope John, who offered his cooperation and expressed interest in the film.

Contact with Exhibitors, Newsmen
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But it is a function even of the "one picture specialist" to exploit other forthcoming Fox films. Carle therefore spends some of his time in the field publicizing "The Story of Ruth," for release in June. Likewise does Cliff Lewis, Fox's other "specialist," expend his effort on "Wake Me When It's Over," although he is the number one man on "The Story of Ruth."

The gross figures on films which were well-publicized in advance bear out the virtues of beginning-to-end publicity.

Still Adamant

'U'-SAG Deal
Fails to Move
Other Firms

'U' to Pay Actors 6%
After 40% Deduction

The break in the solid front of Motion Picture Association of America member companies over the question of payment to Hollywood guilds and unions of a share in revenues from the sale of lease of post-1948 films to television is unlikely to affect the stand of the remaining companies, informed sources said here yesterday.

Company officials pointed to the statement issued following the meeting here last weekend of executives of all companies but Universal, in which they reaffirmed their refusal to make any payments whatever to guilds or unions out of proceeds from post-'48 library sales.

"Our company's position has not changed," official after official contacted yesterday stated. In some instances, though, responsible company spokesmen were out of town or not available.

WGA Replies to ACE;
Cites Universal Pact

From THE DAILY Bureau

HOLLYWOOD, March 2. — The Writers Guild of America today made public its reply to a telegram from S. H. Fabian, chairman of American Congress of Exhibitors. Signed by Curtis Kenyon, WGA president, the message to ACE includes the following:

"We share the deep concern which you feel as representative of exhibitors with a two-and-a-half-billion-dollar industry."

SPG and TOA Groups
Continue Talks Today

From THE DAILY Bureau

HOLLYWOOD, March 2. — Conferences will continue here today between Si Fabian's Theatre Owners of America committee and the delegation representing the Screen Producers Association.

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, together with GLENN NORRIS and MARTIN MOSKOWITZ, assistant general sales managers, will be in Albany, N. Y., tomorrow from here.

FRANK MANTZKE, president of North Central Allied Theatres, has left Minneapolis for a 10-day vacation in California.

MRS. RICHARD KAHN has given birth to a daughter, SHARON, at New Rochelle Hospital. Father is Columbia Pictures' exploitation manager.

ZINN ARTHUR, executive assistant to JOSHUA LOGAN, producer-director of Warner Brothers' "Tall Story," has returned to New York following a 13-city promotion tour in behalf of the picture.

GUY BROWN, Motion Picture Association representative in Atlanta, is recuperating there following surgery.

JAMES E. FREW, Southern district manager for Continental Distributing, Inc., has returned to Atlanta from St. Louis.

MRS. SIG SHORE, wife of the president of Vitalite Film Corp., has given birth in Stamford, Conn., to a daughter, their fifth child.

DARRYL F. ZANUCK has returned to New York from Paris.

AL COHAN, of the M-G-M home office advertising-publicity department, will leave New York today for Cleveland.

ROBERT M. STERNBURG, president, New England Theatres, Inc., has returned to Boston from Hartford.

F. H. "TOMMY" THOMPSON, head of Martin & Thompson Theatres, Hawkinsville, Ga., has returned there from Atlanta.

WILLIAM RICHARDSON, president of Capital Releasing Corp., and CHARLES SIMPSON, vice-president, have returned to Atlanta from Jacksonville.

ARTHUR HORNBLow, Jr., producer, has returned to Hollywood from New York.

JOE BURKE, manager of branch operations for Buena Vista, has returned

Classification

(Continued from page 1)

ably will pass the proposal are considered good.

The only change made by the public education committee was to delete "sacrilegious" as a ground, presently in Section 122 of the education law, for refusal of the motion picture division to issue a license.

The U.S. Supreme Court, in "The Miracle" decision more than five years ago, held that "sacrilegious" was too vague a term. It did so in reversing the New York State court of Appeals, which had upheld the ruling of the Board of Regents that "The Miracle," distributed by the late Joseph Burstyn, contravened the licensing statute.

Duffy Sponsored Companion

The Younglove bill, the companion of which is sponsored in the upper house by Sen. Thomas A. Duffy, Long Island City Democrat and a member of the joint legislative committee, provides that no film shall be classified as approved for patronage by school children, if it portrays "nudity or violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships to an extent believed by the division to be contrary to the proper mental, ethical and moral development of such children."

The legislation further calls for the division to maintain a record of all films approved for children and to "publish, release or otherwise disseminate such record at such times and in such manner as may be authorized by the Regents."

Embodies New Idea

It also contains a new idea: authority for the division, if empowered by the Regents, to "award to the producers, exhibitors, or distributors of any film so classified a seal or other appropriate evidence of its approval."

An applicant for a permit could appeal to the Regents, if the motion picture division, in licensing a film he had submitted, did not classify it as approved for patronage by school children.

The bill with its "positive" approach, would take effect immediately.

to his duties following a two-month absence due to illness.

RUDOLPH BACH, upstate New York representative for American International Pictures, has returned to Albany from Saratoga and Gloversville.

CHARLES H. SCHNEER, producer, has left New York for London.

ARTHUR MILLER, playwright, who returned to New York recently from Ireland, has left here for Hollywood.

Times Film vs. Chicago Before Supreme Court

From THE DAILY Bureau

WASHINGTON, March 2. — The City of Chicago today filed in the Supreme Court a brief upholding its right to deny exhibition to a film for which no municipal license was granted. The city finds a number of legal points on which to base a request that the court reject a demand by Times Film Corp. That it hold unconstitutional the Chicago film-licensing ordinance.

If the court follows its normal procedure, its decision on whether to take jurisdiction of the Times Film Corp. case should be made known within three or four weeks at most. If it decides to hear the case, oral argument normally would be scheduled within 104 days of this date. Since this much time does not remain in the court's current session, argument will not be possible before next October.

Two Amendments Cited

In its petition to the court, Times Film asserted that the ordinance, which provides for censorship of all motion pictures prior to exhibition, infringes upon the first and 14th amendments to the U.S. Constitution. If the Supreme Court decides to take jurisdiction in the Times Film case, and if it should eventually decide the case in favor of Times Film, this would appear to blanket screen presentations under the broad protection from censorship that is granted to speech and the press by the Constitution.

Chicago, in its brief, denies that the court has any right to take action. It asserts that "there is no justifiable controversy since, from the city's viewpoint, Times Film failed to make the required application for a license" and "is anticipating improper action without any foundation in fact."

Times Film itself told the court that it applied for a license, submitted the license fee, but refused to comply with the ordinance's provision for review of the film for purposes of censorship prior to public exhibition.

Johnston to Represent

(Continued from page 1)

International du Cinema to be held as a feature of the Milan (Italy) Trade Fair in April. The group will discuss world problems in film distribution.

The presidents of the International Federation of Associations of Film Distributors, the International Federation of Associations of Film Producers, the International Association of Exhibitors and heads of the industry associations of major film producing countries also will attend.

The meetings will be held in the Cinema Salon at the fair.

NT&T-Cinera Deal Is Off: Cantor

From THE DAILY Bureau

HOLLYWOOD, March 2. — Negotiations for the sale of all assets of Cinemiracle by National Theatre Television, Inc., to Cineraama have been terminated, it is announced by B. Gerald Cantor, NT&T president.

While full details were not given by Cantor it was stressed that distribution of "Windjammer," the film made thus far in the Cineraama process, will "continue actively" under the supervision of Oliver A. Unger, executive vice president of Cinemiracle Pictures Co.

MGM to Re-Release Presley 'Rock' Film

To take full box-office advantage of the return of Elvis Presley to the screen, Metro-Goldwyn-Mayer is re-releasing immediately his 1956 release, "Jailhouse Rock." Overprints will be available.

Jack Byrne, vice-president and general sales manager, has announced the first group of bookings. The National Theatre in Cincinnati, the National Theatre in Lincoln, and the Palace in Cedar Rapids will open March 10. The film will be followed by the Ingersoll in Des Moines and the Lincoln Theatre in Troy on the 11th.

SPG and TOA

(Continued from page 1)

the Screen Guild on current industry problems affecting both groups.

No comment or statement was issued by either side following the lengthy, and closed, session.

KEEP
YOUR
EYE
ON
BRIGITTE
BARDOT'S

BIG
BOXOFFICE
DIFFERENCE
from Columbia!



Companies Attitude Unchanged

(Continued from page 1)

available. In such instances, subordinates said to the best of their knowledge and belief there had been no change in the company's position as a result of the Universal deal.

Late Tuesday night, the Screen Actors Guild board of directors approved an agreement reached a few hours earlier by its negotiating committee with Milton R. Rackmil, Universal president, for a three-year contract which includes SAG participation in revenues derived by Universal from the sale or lease of its post-'48 library to television. The SAG board said it would recommend immediate ratification of the agreement by the membership.

Earlier, Universal had reached an agreement with the Screen Writers Guild, which has been on strike against producers since Jan. 16.

For theatrical pictures made between Aug. 1, 1948, and Jan. 31, 1960, the actors contract provides that Universal shall pay to SAG six per cent of total gross receipts from distribution of such pictures in television after deducting 40 per cent for distribution expenses, when pictures are distributed under a distribution contract. The deduction is reduced to 10 per cent in case of outright sales to television. The contract covers all pictures,

whether they are in a profit or loss position in theatres. On pictures made after Jan. 31, 1960, the producer will pay seven per cent with similar deductions.

On pictures produced after Jan. 31, 1960, and released on pay television, the contract provides for a re-opening of the agreement at the request of the guild. All other films released on pay television will be considered as theatrical releases.

The new guild contract provides that Universal shall pay into a pension and welfare fund for guild members, to be jointly administered by producers and the guild, five per cent of all actors' earnings, with a limitation of \$100,000 per actor per picture.

Among salary increases granted in all classifications of players are the following: Day players, up from \$90 a day to \$100; weekly free lance players, up from \$300 to \$350 weekly; stunt men, up from \$90 to \$100 a day and from \$345 to \$400 a week; Contract players raised to \$300.

The contract also provides many improvements in work conditions. Its ratification will mean that there will be no strike at Universal Monday.

Rackmil has called a trade press conference for this morning in his office here.

Can' Advance Hits \$1,000 at Rivoli

9:35 Tuesday morning the advance sale for "Can-Can" at the Rivoli Theatre here passed the \$100,000 mark.

A telegram from George Skouras, president of Magna Theatres to P. Skouras, president of 20th Century-Fox, the former stated that on this fact, he was confident "Can-Can" would open March the biggest advance sale of any picture in the history of the motion picture industry.

Selig's Plan

(Continued from page 1)

it would supply in even greater quantity if the public demanded

his first meeting, Selig told the neither it nor the film industry will be interested in censorship or classification of films for adult or juvenile patronage. "That responsibility," he told them, "will be exercised by each family individually. But the movie industry give you a chance to evaluate pictures in order to do a better job for children."

As a next step, Selig then invited 700 PTA members and selected leaders to a special screening at the Center-Mountain's Centre Theatre. As an example of family-type entertainment available, he showed 20th Century-Fox's "Dog of Flanders." As an example of movies educate, he showed them a short "Alaska, the 50th State," and as a sample of how films inform, he showed shorts on drives for muscular dystrophy, and the American Red Cross, and a Mr. Magoo cartoon on even steps in cancer detection.

Cooperation Increased

Results of the meetings could be expected in unquestioned improvement in cooperation between the local film theatre trade and key civic organizations and personalities. Selig had all local distribution managers state theatre operators to the springs. Among those present

at McCee, Compo; Tom Smiley, Berg Theatres; Mayer Monsky, Ersal branch manager; Robert Ricketts, Albuquerque Theatres; Harold Fox Theatres; Fred Brown, Hills Amusement Co.; Sam Switz, Exhibitors Booking Service; Vance Batter, Batter Booking Service; Robert Spahn, United Enterprises; Fred Knill, Gibraltar Theatres; Davis, Atlas Amusement Corp.; Ricketts, Paramount branch manager; William Ostberg, Scotts Theatres; Frank Dean, Larry and Gerald Hart, Westland Theatres; Don Urquhart, Warners branch manager; Jules Needleman, Ambia branch manager; Marvin Farb, Buena Vista; Chick Lloyd, and Jack Lustig, National Service.

Foreign Tax Credit Bills Filed in House

From THE DAILY Bureau

WASHINGTON, March 2. — Two bills relating to the so-called gross-up of the foreign tax credit allowed domestic corporations on dividends from a foreign subsidiary were introduced today at the request of the Treasury Department. Ways and Means Committee chairman Wilbur Mills (D., Ark.) and ranking minority member Noah Mason (R., Ill.) introduced the identical measures. Chairman Mills has announced two days of public hearings on the bills will start March 28.

In August, 1959, the committee tentatively agreed to the substance of these bills, which were then a part of H. R. 5, the Boggs (D., La.) foreign investment incentive act. The committee later decided to limit the scope of that measure, and dropped the "gross-up" (which had been inserted at Treasury's request) from H. R. 5.

The newly introduced bills provide, in effect, that the amount of a dividend received from a foreign corporation (10 per cent or more owned by a U.S. firm) shall be increased i. e., grossed-up) by a proportionate part of the foreign taxes paid by such corporation on the profits out of which the dividend was paid.

The committee says that this is designed to equalize the tax treatment of income derived through foreign subsidiaries with the treatment accorded to income from foreign branches. It is intended to deny to subsidiaries a double allowance with respect to foreign taxes paid.

Carle Finds

(Continued from page 1)

campaigning on every worthy picture," Carle said. "I handle a campaign from its inception, outline it from the very beginning—read the script, sit in on conferences, observe it during production, learn all I can about it. When I get out into the field I can answer all questions. There's no guesswork involved."

Discusses 'Hiatus Period'

But the specialist is concerned most with the "hiatus period," as Carle called it, the gap between the time the picture completes production and the time it is actually released to exhibition—weeks or months.

A specialist closes the gap this way:

He travels constantly, meeting with the company's regional exploitation men—Fox has 26—and telling them all they need know about a picture scheduled for release. He emphasizes the need for personal and continuous contact with local exhibitors and newspaper people, so that interest in the film does not flag between end-of-production and release dates. Then it is up to the regional man to make the most of whatever exploitation aids the specialist has provided for him.

What is this wholesale publicity worth in cash?

Forty to 50 per cent more at the box office—more than the picture would have grossed had it not been treated to saturation publicity, Carle estimated, adding:

"Daily newspaper reaction surprised us. People on the amusements

TENT TALK

Variety Club News

LONDON — The eighth annual dinner and dance of Variety Club of Great Britain attracted some 950 members and friends, breaking all existing records for the event. Organized by co-chairmen Nat Cohen and James Carreras, the function raised more than £14,000, beating last year's figure by £2,000. M. J. Frankovich headed the car raffle committee, which raised £5,500.

NEW ORLEANS — Variety Club's membership drive, spearheaded by chief barker Irwin Poche, has passed the half-way mark to its goal of 200. Poche, himself, has brought in 47 members. Others very active in the drive include Page Baker, Don Stafford, Dan Brandon, Al Hodges, Carl Mabry, Al Demody, Gene Calongne and Sammy Wright.

WGA Replies to ACE

(Continued from page 1)

lar investment in motion pictures. However, an encouraging note is the fact that a healthy flow of top quality product is already assured for the nation's exhibitors. A very sizeable group of producers with first rate records at the box-office are now in a position to continue their production activities and to expand them as the market demands.

"We have signed an agreement with Universal-International studios and with more than 40 independent companies. There is every probability that others also will reach agreement with the Screen Actors Guild.

"Universal - International certainly can be expected to continue and, if necessary, expand its flow of first rate product . . . in the light of the above it is our earnest hope that the industry's upward movement at the box office after years of decline will not be arrested.

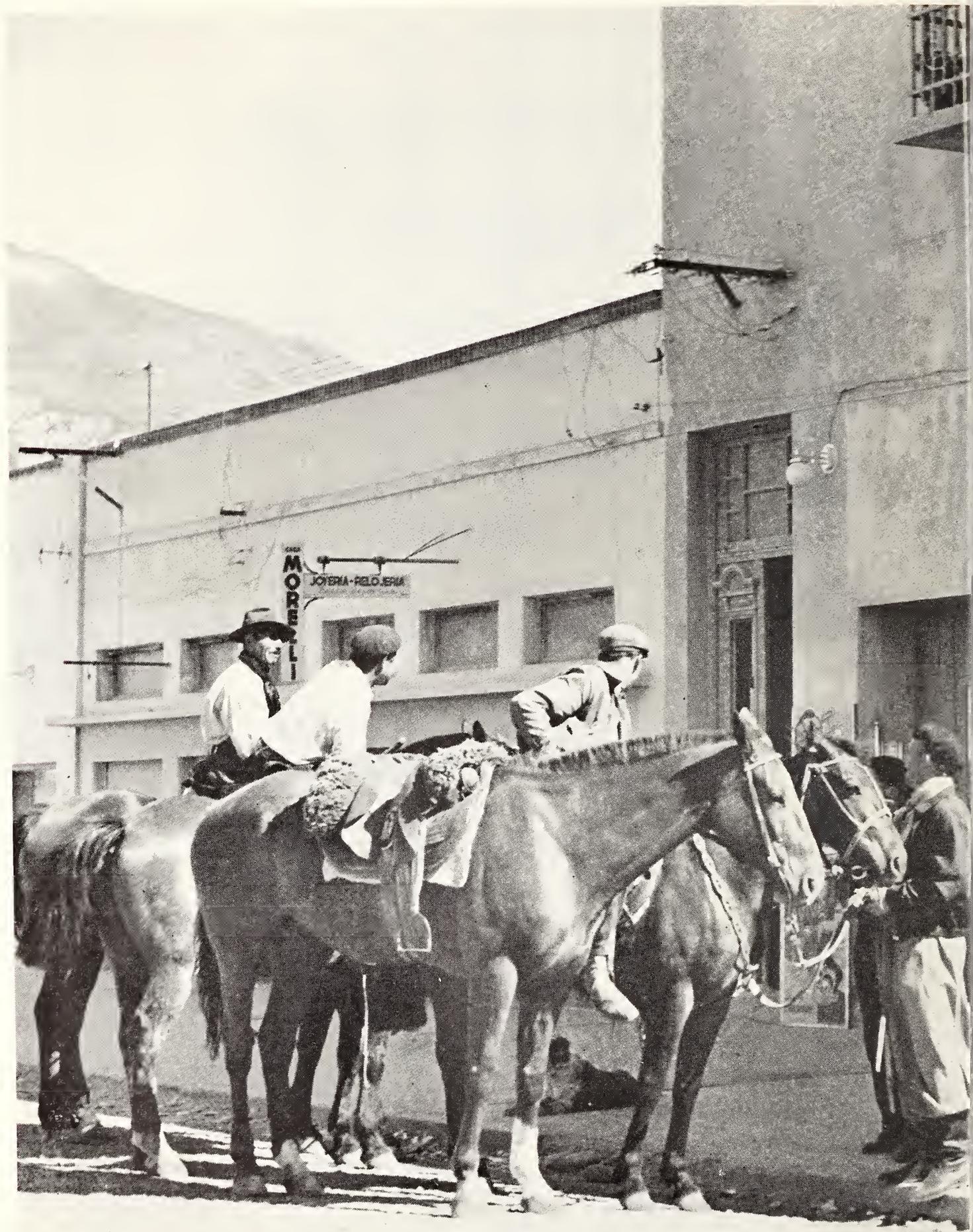
Appreciation Expressed

"Nevertheless we want you to know that your telegram was received with appreciation and with recognition of the industry statesmanship it represents. Please be assured that the Writers Guild of America will hear with interest any constructive suggestions put forward by you and your organization which are designed to resolve the present crisis."

pages go for good, newsy pre-release stories. They want more than what they get from wire service columns.

"What's more, the better job you do with an independent picture for major company release, the more likely you are to retain the services of a top producer or director. LeRoy is an important example."

Concerning the campaign for "Wake Me When It's Over," Carle praised the recent merchandising section of *Motion Picture Herald* which was devoted to mats of publicity material for the picture. That's what the dailies want, too, Carle stated.





Everywhere in the World...because it's on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

Branches are located at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division

342 Madison Avenue, New York 17, N.Y.

Midwest Division

130 East Randolph Drive, Chicago 1, Ill.

West Coast Division

6706 Santa Monica Blvd., Hollywood 38, Calif.

Television Today

Who's Where

Tom R. Curtis has been named general manager of the MGM-TV Commercial and Industrial Film Division by George T. Shupert, vice-president in charge of television for Metro-Goldwyn-Mayer. Curtis is currently serving as a producer for MGM-TV's Commercials and Industrial Film Division.

□

Appointment of David Mathews as a vice-president and director of network programs in its Los Angeles office was announced by Fuller & Smith & Ross, Inc. He will be responsible for production and supervision of FSR client radio and television shows produced on the West Coast.

□

Promotion of John K. West to the post of vice-president, West Coast, and Thomas W. Sarnoff to that of vice-president, administration, West Coast, was announced by Robert E. Kintner, president of the National Broadcasting Company.

□

John M. Meyers, manager of network film programs for NBC-Hollywood, has been appointed to the position of manager, programs-Hollywood, for CBS Films, Inc., it was announced by Robert F. Lewine, vice-president, programs, CBS Films.

□

Stanley Rhodes, composer, has been elected to membership in the American Society of Composers, Authors and Publishers.

New Television Antenna Marketed by Jerrold

A mat-like printed circuit television antenna six feet long and two-and-one-half wide—called a "Magic Carpet"—will be placed on the consumer market for about \$10 within the next 30 days by the Jerrold Electronics Corp. of Philadelphia.

Milton Shapp, president of Jerrold, displayed the mat here this week at a press conference attended also by Jack Wrather, president of the Jack Wrather Organization, film producers and owner of radio and television stations, Muzak Corp. and Programmatic Broadcasting Service.

Can Be Used Under Carpet

The carpet's 12-square foot printed circuit design duplicates on a flat surface the characteristics of an outdoor antenna. It can be stapled to the attic floor of a home to eliminate unsightly outdoor antenna masts, or it can be placed under the carpet near the TV receiver.

WABC-TV Buys Lopert Package of 62 Films

WABC-TV has purchased the Lopert Films package of 62 pictures, all made after 1954, and all of foreign origin, for a reported \$400,000. The deal gives the station unlimited runs for each film over a period of four and a half years.

The station will start showing the films in its "Night Show" this spring and also in its "Sunday Movie." Former starts at 11:15 P.M. Mondays through Saturdays.

Among the titles in the package are "Horse's Mouth," "La Parisienne," "Richard III," "The Greatest Love," "Pursuit of the Graf Spee," "The Golden Coach," and "A Tale of Two Cities."

Pepsi-Cola to Sponsor 'Oscar' Manager Contest

The Pepsi-Cola Company in cooperation with the MPA advertising and publicity directors committee will help promote the annual "Oscar" show on April 4 through an exploitation contest for theatre managers. A week in Hollywood will be first prize and nine additional U.S. Savings Bonds will be awarded according to Norman Wasser national manager of theatre sales for the soft drink company.

In addition Pepsi-Cola will award a \$500 U.S. Savings Bond to the theatre manager who works out the best Academy Awards promotion campaign in conjunction with his local bottler.

Daff Plans Survey

(Continued from page 1)

market for motion pictures remaining in the world.

"Its significance becomes increasingly important," he said, "When we reflect that foreign markets now account for 53 per cent of the American industry's revenue, and that the growth of television in the most important of the foreign markets is gradually reducing theatre attendance and the number of theatres in operation in those markets, as it did here over the past 10 years."

Johnston Interested

Eric Johnston, Motion Picture Association president, has expressed interest in making a personal survey of the African market potentialities on several occasions in the past year or two.

Gottlieb Joins Fox

Steven Cottlieb has joined the staff of the publicity department of 20th Century-Fox, effective immediately. A Harvard graduate, and son of Alex Gottlieb, veteran Hollywood producer and industry publicist, young Gottlieb will be a writer in the press-book department.

REVIEW:

I Passed for White

Allied Artists

HOLLYWOOD, MAR. 3—EXCELLENT PORTRAYALS by the two principal players, Sonya Wilde and James Franciscus; intelligent, tasteful direction by Fred M. Wilcox, an intriguing story of controversial dimensions make this an exploit offering with good boxoffice potential. The production and screenplay developed also by Wilcox, flavor the delicate story of a white-skinned negress who becomes entangled in a web of lies as she tries to find happiness by passing for white, with suspenseful situations arising from marriage to a white man ignorant of her family background.

It is believed to depict for the first time on the screen the marriage of a white man to a colored girl, providing the girl with highly emotional sequence involving the bearing of a child whose color might reveal secret.

Miss Wilde, who makes her screen debut in this film after being covered by Wilcox in the Broadway hit, "West Side Story," is a deft new screen find. She is attractive, ingratiating and endowed with dramatic ability. Her enactment of the light skinned negress who it difficult for a place in society, being strongly attracted to white is a memorable performance.

Co-starring with Miss Wilde in his first major screen role, hands James Franciscus, known to many for his starring appearance in "Naked City" television film series, is equally effective as the so boy who falls in love with her.

THE STORY BASED ON the novel of the same name by Mary Hay Bradley, sustains interest in Miss Wilde who seeks a new kind of away from her people in Los Angeles.

She meets Franciscus on a plane bound for New York. He becomes infatuated and insists on marriage despite her "suggestion" that he learn more about her. She allows herself to be carried away by her love for him. Going through with the marriage, she finds herself lying her way out of situations involving a suspicious mother-in-law; a colored maid knows her secret; a surprise encounter with her brother, sax player nightclub band, whose attempts to talk to his sister lead to a fight with Franciscus; and the fear of giving birth to a child that might be light-skinned. Franciscus resents his wife's open feeling for colored people, and cause for a rift following the birth of their still-born baby, when Miss Wilde, in a delirious state, shows more concern over learning the truth of the baby than anything else about it. Miss Wilde, viewing the helplessness of her masquerade, leaves her husband and returns to Los Angeles to be welcomed by her own kind.

Featured in supporting roles are James Lydon, and Pat Michon. Lydon portrays Miss Wilde's girl friend and confidante in New York. Running time, 93 minutes. Adult classification. Release, in March.

SAMUEL D. I.

Bush to Hold Series On Fox Merchandising

Rodney Bush, director of exploitation for 20th Century-Fox, will lead a country-wide series of merchandising and community relations seminars beginning in New York on Friday and continuing in Chicago Saturday, New Orleans Sunday and Los Angeles shortly after.

Fox regional advertising - publicity men will attend the sessions, giving their views on the maintenance of superior relations of the motion picture industry to the community at large.

In New York, and across the country, Bush and Teete Carle, special representative for Mervyn LeRoy's "Wake Me When It's Over," will discuss upcoming product including "Wake Me," "Crack in the Mirror," "Dog of Flanders," "Wild River," "From the Terrace," and many others.

Al Young, 65, Dies 45 Years in Industry

Funeral services for Al Young, president of Du-Art Film Laboratories, Inc., and Tri-Art Color Corp., located here, will be held today at Miami Beach, Fla. Burial will be there.

A film industry worker for 45 years, Young died Tuesday at Miami Beach following a long illness. He organized Du-Art in 1922 and Tri-Art in 1927. He was president of Associated Film Industries of Montreal. Surviving are his wife, Anne and two sons, Al and Irwin.

'Unforgiven' to Cap Year

United Artists "The Unforgotten" will be the Easter attraction at the Capitol Theatre here, it was announced yesterday by the company.

ational re-Selling

WARM and penetrating profile of Kay Kendall appears in the March issue of "Good Housekeeping." We feel that almost every one who reads this article by Jhan and Juncos will want to see her last picture, "Once More, With Feeling."

Gunnar Bergman, the Swedish director, told "Life's" correspondent that film making "is a driving force like thirst or hunger. It is a painfully exacting work, and it means broken back, tired eyes and eternal vigilance." "Life" used these quotes in a pictorial essay of Bergman appearing in the Feb. 22 issue.

The Swedish director made three successful films which are released by Warner Bros. Films: "Wild Strawberries," "The Seventh Seal" and "The Magician." He is presently filming "The Girl's Eye," and production photos of his new film build up the reader's interest for this pre-selling story.

"Four Hundred Blows," the Zenith International Film now in its 4th month at New York's Fine Arts Theatre, received a laudatory review by Dwight MacDonald in the March issue of "Esquire."

This is director Francois Truffaut's first film. Reviewer MacDonald says "I think he will go far. And it is delightful to learn that up to now he has been, of all unlikely things a filmmaker. One of such uncompromising integrity, indeed, that he was banned from the Cannes Festival in 1958." This now his first film, "Four Hundred Blows," won the Cannes Festival award as the best film of 1959.

Richard Marek in the March issue of "McCall's" says "the French, who have recently given us a flock of fine movies, have sent us the best of the best in 'Black Orpheus.' It's a masterpiece."

His new Lopert film that is playing the Plaza Theatre in New York has been nominated for an Academy Award.

Richard Morrow who plays Alec Guinness's daughter in "Our Man in Havana," is the recipient of a photograph in the March 1 issue of "Look." She has a candor that is unexpected and beguiling. She says "I've no doubt I'll be a star." Her letterhead reads "There's no business like Jo's business." Her little brother says "he's not a movie star, so he can borrow money from her"; says Mrs. Morrow "Jo's mother, 'I tell him, 'Fat chance of that! Your sister's very smart. She's saving her money.'"

Scenes in full color from U-I's "The Snow Queen," based on Hans Christian Andersen's enchanting fairy tale, appear in the "Sunday" magazine

REVIEW:

This Rebel Breed

Warner Bros.

"This Rebel Breed" is a furious, free-swinging film that pulls the kid gloves off in dealing with the problem of racial prejudice. Much of the picture was filmed at night in East Los Angeles, where mobs of hateful whites, Negroes and Mexicans beat about the hot streets, lonely railroad sidings, vacant lots, dirty alleys and rotting shanties in search of blood and "kicks." There is enough of both for all.

Finally the police subtly lower themselves into the blood bath. Gerald Mohr, of the juvenile division, assigns two of his rookies to pose as students at the high school. Mark Damon is one of them, playing a young man of mixed Negro and Mexican blood. The other cop is Douglas Hume, an "Anglo" white. Both men try to infiltrate gangs of their various races. Damon befriends Rita Moreno, whose brother heads the Mexican gang. But Miss Moreno has a liking for white boys. One of them impregnates her before he is killed accidentally by members of his own gang. Her own brother is held for the murder and she risks life and virtue to help absolve him.

The picture ends at a wild party which turns into a savage "rumble" in the fashionable end of town. All the racial gangs, having converged there, rock into action with pistols, wooden blocks, iron planks and anything else they are able to grasp—chairs, tables, lamps and bottles. The police get there in time to catch the "dope" peddler in the act, apprehend a murderer and try to talk sense into the bleeding youngsters. Later, Damon tells Miss Moreno he will stand by her when her child is born. Presumably, he will marry her.

"This Rebel Breed" is staged well, and its subject is most topical at the moment. The young performers are good, especially Richard Rust as the fiercest bully of the white gang. Richard L. Bare's direction is clean and taut. The film was produced by William Rowland and written by Morris Lee Green. Music was composed and conducted by David Rose. Running time, 90 minutes. Adult classification. Release, in March.

SAUL OSTROVE

section of the "St. Louis Post Dispatch."

Walt Disney's "Toby Tyler" which stars Mr. Stubbs, the scene stealing chimpanzee was pre-sold liberally in both "Sunday" magazine sections of the "Boston Globe," and the "Buffalo Courier-Express." All are part of the metro "Sunday" network.

An interest compelling cartoon ad on "A Dog of Flanders," the 20th-Fox film in CinemaScope and De Luxe color, will appear in the comic sections of the "Houston Chronicle," "St. Louis Post Dispatch," and "Wichita Eagle," on March 6. These are three "Sunday" newspapers in the Metro Comic Network of 51 papers.

WALTER HAAS

1st Circular Cinerama Theatre Set for Denver

A theatre designed exclusively for the showing of pictures in the Cinerama process will be built this year in Denver, Colo. It will be of circular design and will be the world's first such theatre to be constructed specifically for the exhibition of Cinerama motion pictures, according to an announcement by B. G. Kranze, vice-president of Cinerama, Inc., New York, and Kenneth Anderson, general manager of the Cooper Foundation and Cooper Foundation Theatres, headquartered in Lincoln, Neb. The theatre will be built by the Cooper Foundation, a charitable and educational foundation which operates theatres throughout Colorado, Nebraska and Oklahoma.

Total cost of the land and building of the Cinerama theatre will be upwards of \$1,000,000. Located in Glendale, a suburb of Denver, the theatre will contain approximately 900 seats, and over 350 parking spaces will be provided on the theatre site. Construction will begin this spring and be completed by early fall.

Leonidoff to Holland

Leon Leonidoff, senior producer at Radio City Music Hall here, has left for Holland to interview talent for a Dutch stage spectacle which the Music Hall is planning to present on its Easter program, together with its traditional "Glory of Easter" pageant.

'U' Quarter

(Continued from page 1)

ing profit entirely, the proceeds from the sale of the company's Universal City studio property and other assets having been taken into account earlier.

Reports of dramatically improved earnings by Universal have been widespread in the financial district for the past several weeks, based largely on grosses being rolled up by "Operation Petticoat" and "Pillow Talk," together with optimistic reports of the company's future release strength and the fact that its deals with the Screen Actors and Screen Writers guilds, if followed by agreements with other Hollywood guilds and unions, would permit it to continue production without interruption in the event of a Hollywood strike.

In the past 10 days the company's stock advanced from 29 to 34 a share on the New York Stock Exchange.

Bronston Returns

(Continued from page 1)

great interest in the production and the paintings and sketches for "King of Kings," the life of Christ. Bronston will leave immediately for the Coast to meet with his director, Nicholas Ray, and writer, Philip Yordan. "King of Kings," to be filmed in 70mm and technicolor, is scheduled to go into production in early April.

THE BIG ONES...
are advertised in LIFE

JOHN WAYNE'S
THE ALAMO
in LIFE's March 7th Issue

LIFE THE BIG ONE
IN MOVIE SELLING

"BEST ACTRESSES OF THE YEAR"

(Nominated for the Academy Award... Feb. 1960)

ELIZABETH
TAYLOR



KATHARINE
HEPBURN



... CURRENTLY THE COUNTRY'S RUNAWAY BOXOFFICE PACEMAKER -
EVERYWHERE... AND DUE FOR ADDED WANT-TO-SEE PULL ON
THE IMPETUS OF THESE ACADEMY AWARD NOMINATIONS!

Also nominated for:
"Best Art Direction (black & white)"
OLIVER MESSEL & WILLIAM KELLNER;
Set Decorations:
SCOT SLIMON

MOTION PICTURE DAILY

All
the News
That
is News

Concise
and
to the
Point



87, NO. 43

NEW YORK, U.S.A., FRIDAY, MARCH 4, 1960

TEN CENTS

Production Assured Dorchester TV-Residual Deal with SAG

**Sinatra, in Signing, Says
Deal Has Compromised**

From THE DAILY Bureau

HOLLYWOOD, March 3. — The Screen Actors Guild and Dorchester Productions, now making the multi-million-dollar, all-star feature, "The Seven Year Itch," today issued an announcement as signatories to a new collective bargaining agreement providing payments to actors for their television rights in theatrical releases, a pension and welfare plan for actors to be paid for by the producers, plus increases in salary minimums and other improvements in working conditions.

The contract was signed on the set of the Warner Brothers studio by Frank Sinatra, for Dorchester Productions. (Continued on page 7)

Montgomery Is First Head of La. Group

Special to THE DAILY

NEW ORLEANS, March 3.—L. C. Montgomery, operator of the Joy Theatre here and other theatres in the area, was elected first president today of the new exhibitor organization, Louisiana Theatre Owners. At the same time the group elected other officers and a governing board consisting of members from each Congressional district. No action was taken on national affiliation, but indications (Continued on page 2)

Deal to Be Next U. S. Film Shown in Russia

From THE DAILY Bureau

WASHINGTON, March 3. — The first American film to be shown in the Soviet Union under the U.S.-Russian cultural exchange agreement will be "About Eve." It is slated to open in this month provided certain political problems can be solved. Warner Shelton, chief of U.S.I.A.'s National Motion Picture Service, (Continued on page 7)

See Film Classification Bill Favored by N. Y. Regents But No Official Stand Yet

Special to THE DAILY

ALBANY, N.Y., March 3.—As a delay of a week loomed today in action by the Assembly on the Younglove film classification bill, it was learned no official position has yet been taken by the state education department.

New Company to Film Features Worldwide

From THE DAILY Bureau

HOLLYWOOD, March 3.—Formation of Compass Productions, an international co-production company for filming of features all over the world, is announced by Roger Corman, president of Filmgroup, Inc., which will be the central producing member of the intercontinental combine.

With co-production agreements already completed in eight countries and negotiations progressing satisfactorily in three others, Compass Productions is believed to be the first single enterprise especially created to (Continued on page 2)

SPG-TOA Talks Await Strike Developments

From THE DAILY Bureau

HOLLYWOOD, March 3. — Julian Blaustein, chairman of Screen Producers Guild committee that met with the Theatre Owners of America committee here in a two-day closed conference on matters vital to both groups, expressed enthusiasm on the results of meeting, but declined to issue any statement at this time since "it is felt that any report of the various areas discussed would be (Continued on page 7)

REVIEW:

Conspiracy of Hearts

Rank—Paramount

THIS IS A STORY about nuns at an Italian convent who during World War II help Jewish children escape harsh Nazi internment and later spirit them into friendly territory. This is a skeleton outline of the story—true in fact but vastly inadequate in conveying the character of this important motion picture. Its importance arises from its profound emotional impact, its effectiveness in the lesson it teaches in fraternal love and understanding.

It is told in marvelous good taste. Many scenes are uncomfortably incisive—the reconstruction before God and her sisters of a callous nun; (Continued on page 6)

'Nonsense'

Charges 'U' Defected Are Hit by Rackmil

**Defends Deals Made with
Guilds as 'Good Business'**

Universal made deals this week with the Screen Actors and Screen Writers guilds because it considered it good business to do so, Milton R. Rackmil, president, told a trade press conference in his office here yesterday.

He said he has favored making deals of the kind since he became president of Universal and was on record to that effect with the company presidents within the Motion Picture Association of America when production companies negotiated. (Continued on page 6)



Milton R. Rackmil

SAG Welcomes Ideas on ACE Resolving Strike

From THE DAILY Bureau

HOLLYWOOD, March 3. — The Screen Actors Guild has told the American Congress of Exhibitors that it would welcome any suggestion ACE might offer to resolve the impasse between the SAG and the major producers in their current negotiations.

Text of an SAG wire to S. H. Fabian, ACE chairman, in response to the ACE offer to mediate between SAG (Continued on page 7)

Retail Clerks Pledge SAG Strike Support

From THE DAILY Bureau

WASHINGTON, March 3. — The Retail Clerks International Assn. today pledged support to the Screen Actors Guild in their dispute with film producers.

James A. Suffridge, president of (Continued on page 6)

Rackmil Replies to ACE; Says Films Ready to Go

Milton R. Rackmil, Universal Pictures president, yesterday told the executive committee of the American Congress of Exhibitors that his company is now ready to move ahead with production of 11 top films in the coming months.

Rackmil made the statement in a wire sent to S. A. Fabian, ACE chairman, in reply to the offer from ACE last weekend to act as mediator in the (Continued on page 6)

Overseas Meetings on 'Spartacus' to Begin

The first of a number of overseas meetings on "Spartacus" designed to pave the way for premieres of the picture in the late fall will be conducted next week by Americo Aboaf, vice-president and foreign general (Continued on page 7)

PERSONAL MENTION

JEROME PICKMAN, Paramount vice-president, has arrived in Hollywood from New York for conferences with company officials.

FRED ZINNEMAN, director, who has been vacationing in London and Rome, will return to his duties in Hollywood at the weekend.

ROBERT EDWARDS, publicity representative for Titamus Films, who returned to Hollywood recently from Rome, will arrive in New York at the weekend from the Coast.

JOSEPH GOULD, Paramount advertising manager, will leave here tomorrow for the Coast.

PAUL ENGLER, of Engler Theatres, Birmingham, Ala., has returned there from Atlanta.

JAMES MASON will arrive in New York today from Hollywood.

P. J. HENN and **MRS. HENN**, owners of theatres in North Carolina and Georgia, have returned to their headquarters in Murphy, N. C., following a vacation spent in Florida.

HAL WALLIS, producer, has arrived in New York from the Coast.

FRED JABALEY, owner of the Princess Theatre, La Grange, La., is hospitalized in Atlanta for surgery.

P. J. GASTON, theatre owner of Griffin, Ga., has left there for a vacation in Florida.

New Howco Firm Name

NEW ORLEANS, March 3.—Leo V. Seischandyre, former president of Howco Pictures of Louisiana, has sold his interest in the business to Joy N. Houck, vice-president of the company. The company name has been changed to Goodrow-Howco Pictures Exchange, with F. F. Goodrow, independent exchange operator, becoming part owner.

Seischandyre will remain with the company as an employee in the sales department.

'Can-Can' in London

Twentieth Century-Fox's "Can-Can," in Todd-AO will open at the Metropole, Victoria Theatres in London on March 23.

Montgomery

(Continued from page 1)

are it will move later to join Theatre Owners of America.

Some 65 exhibitors attended the first formal meeting of LATO today, at the Hotel Roosevelt, attendance having been held down by very cold weather. Host at the luncheon was 20th Century-Fox.

A nominating committee consisting of Sammy Wright, Nick Lamanic, Frank De Graw, George Baillio and T. J. Howell, presented its selections for the governing board and these were elected by acclamation from the floor. Officers and board members were then chosen.

Vice-President Named

Named as first vice-president was Baillio, of Lake Charles; second vice-president, O. D. Harrison, Shreveport; third vice-president, Don Stafford, New Orleans; treasurer, Gene Calongne; secretary, Sammy Wright, Jr., Board members at large are Earl Perry, Sammy Wright, Clare Woods, Teddy Solomon and Charles Bazzell and all officers.

Members of the governing board are as follows: first district, Maurice Barr and L. C. Montgomery; second, Frank Lais and Gene Calongne; third, Frank De Graw and Phillip Sliman; fourth, O. D. Harrison and Jay Houck; fifth, B. Goodman and W. M. Butterfield; sixth, Dan Stafford and Nick Tamanlia; seventh, George Baillio and E. R. Sellers; eight, John Luster and A. J. Rosenthal.

Dues Proposals Made

Suggestions for dues were offered and the board will pass on them between now and the next meeting to be set within the near future. It was proposed that indoor theatres and drive-ins grossing less than \$500 a week pay \$10 a year; those with over \$500 and less than \$1,000, \$15 a year; those with over \$1,000, \$25 a year.

Discussions on methods to be used in a membership drive were put over until the next meeting.

The exhibitors ended the session today with a vote of gratitude to their host, Billy Briant of 20th Century-Fox.

'Babette' in Triple Bow Mar. 24 in Miami Area

Raoul J. Levy's "Babette Goes to War" will have its American premiere at three theatres in the Miami area on March 24, it was announced yesterday by Rube Jackter, Columbia Pictures vice-president and general sales manager. The film, latest starring vehicle for Brigitte Bardot, will open simultaneously on that date at the Olympia Theatre in Miami, the Gables Theatre in Coral Gables and the Beach Theatre in Miami Beach.

The picture co-stars Jacques Charrier, husband of Miss Bardot.

Sunday Will Be 'Alamo Day'

For the first time since the Alamo fell 124 years ago, on March 6, 1836, the State of Texas plans to honor the historic date by proclaiming an official Alamo Day throughout the state, the first of which will be on Sunday.

Price Daniel, governor of Texas, leads the crusade to establish Alamo Day in honor of the 185 defenders of the Alamo who fought for 13 days and nights to their deaths against 7,000 troops of Dictator Santa Anna in order to buy time for General Sam Houston to recruit an army and thus, 46 days after the fall of the Alamo, win Texas' final fight for liberation and freedom.

Texas in various ways has honored the Alamo but never on a state-wide official basis.

This October will mark the international release by United Artists of John Wayne's \$12,000,000 Todd-AO film in Technicolor, "The Alamo."

New Company to Film

(Continued from page 1)

carry on feature-making on a continuous basis throughout the world. Corman's new enterprise, which will headquarter in Hollywood, anticipates a minimum of two features a year from each country in which there is a member. American players are to be used in each feature made abroad. The pictures will be produced "Hollywood style" for world-wide marketing.

Corman points out that the addition of 16 or more features per year to the present generally reduced schedules will go far to relieve developing shortages in the domestic and foreign markets.

Already associated with Corman's new project are the following companies and executives in first eight "compass countries": London, England—Grand National Pictures, Ronald Wilson; Sydney, Australia—Artransa Pictures, Robert Lord; Bombay, India—All India Film Corp., V. V. Purie; Madrid, Spain—Nils Larsen Productions, Nils Larsen; Tokyo, Japan—Daiei Motion Pictures, Masaichi Nagata; Paris, France—Fran Studio, Raoul M. Dubois; Sao Paulo, Brazil—A Vera Cruz Studios, Amiloar Silveira; San Juan, Puerto Rico—Caribbean Film, Tomas J. Nido.

Assignment and creation of stories for the Filmgroup-Compass combine will be determined when the present strike situation is resolved, Corman said. At that time also he will call a compass international production conference with foreign company executives coming to Hollywood for final pre-production meetings.

'Red Planet' to Open

American International's "The Angry Red Planet" will open at the Brooklyn Paramount on Wednesday.

EDITORIAL

Brotherhood Drive

By Sherwin Kane

YEAR after year theatres in parts of the country play an important role in putting the of Brotherhood before the public. This year should be no exception.

The annual Brotherhood campaign now under way will continue through the month of March. Under the industry chairmanship of Max Youngstein, United Artists vice-president, William J. Heineman, domestic distribution head, and Ros S. Skouras, president of Skouras Theatres, are functioning as distribution and exhibition chairman, respectively.

There is available for exhibitors a complete brotherhood kit, encompassing every variety of promotional material designed to guide showmen in putting the Brotherhood story before the public and gaining financial help through membership in the National Council of Christians and the sponsoring agency.

Underscoring the importance of this year's Brotherhood campaign, Chairman Youngstein has said: "Brotherhood is no longer a wishful dream. It has become a stern reality if we are to win Democracy's battle on the ideological front."

Theatres in every American community should be proud to accept a role in this campaign. In fact, many of them in the past have discovered it to be a distinct advantage throughout the year to have been associated with this annual drive to help eliminate prejudice in their communities and to bring harmony to its place.

The theatres are especially invited to participate in this work as they are in an ideal position to tell the story of Brotherhood to large sections of the public assembled in the auditoriums that otherwise would be silent. This they can and should do, with the help of the campaign materials prepared for them.

Participation in the Brotherhood campaign is a service to one's community and country. Every exhibitor belongs in it this year.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"HOME FROM THE HILL"
Starring
ROBERT MITCHUM • ELEANOR PARKI
A SCL C. SIEGEL PRODUCTION
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and ON THE GREAT STAGE "MUSIC BOX PARADE"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B. Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, C.I.R.C. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a week as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copy

Sets 8 National -Ups for 'Pirates'

ited Artists has set eight national handising promotions blanketing major market of the country for aster saturation release of Bert I. on's "The Boy and the Pirates," s announced by Roger H. Lewis, ice-president in charge of adver- g, publicity and exploitation.

articipating in the advance exploi- n drive are Dell Comic Books, d Wide Watch Company, Vic- Products "T" Shirts, Town and pus Clothes, Agency Tile Com- , Aurora Plastics Pirate Ship, s Bubble Gum, and the Cocoa h Division of the Taylor Reed oration.

announcing the tie-ins, Lewis ex- ed that each promotion is de- d to penetrate and develop a children's and teenage market for ilm. In all cases extensive use will ade of co-operative advertising, and television spot announce- s aimed at the family market, and theatre displays, contests, ways and special local level pro- ns via retail outlets.

Program for NAC sions in K. C.

Special to THE DAILY

CHICAGO, March 3—The program ed completed for the "Heart of rica" regional meeting of the Na- l Association of Concessionaires held at the Continental Hotel in as City, Mo., on March 10, it is unced by Russell Fifer, NAC ex- ve director.

nder the theme of "concession col- curriculum," the program will be d in conjunction with Show-a- a, the annual convention and trade y of United Theatre Owners of the t of America.

AC speakers will include S. J. s, NAC president; Harold Chesler, 2 first vice president; Charles G. ley, Manley, Inc.; Robert Husted unspot Magazine; and Dr. Mar- Sandorf, Twin Drive-In, Indian- is. A sound slide film made by ter & Gamble will also be shown.

Anti-Trust Suit Texas Is Settled

Special to THE DAILY

YLER, Tex., March 3—The suit Fry vs. Paramount Distributing ., et al, pending in U.S. District rt, has been settled, it was an- ced. Plaintiff has been granted pportunity by each distributor, in- ually, to bid-competitively, for run motion pictures at Tyler for al period of one year and has been attorney's fees and court costs. suit has been dismissed with adice.

his was an anti-trust action filed S. G. Fry as the operator of the rty Theatre in Tyler against the ators of the Tyler and Arcadia atres and the leading distributors.

Classification Seen Favored

(Continued from page 1)

films a seal or other evidence of ap- roval.

A stand on the bill will presumably be determined by the 12-member board of regents through its legisla- tive committee. There are reported to be two schools of thought on the sub- ject although there is no actual con- flict with the agreement.

One school holds the bill is meri- torious and should be actively sup- ported. The other takes the stand the legislature should make the decision, the education department being ready to administer the licensing statute on whatever basis the former determines.

Not Sought by Department

The education department did not originally seek to exercise the so-called censorship function. When this was transferred to the department in 1927, from the old three-member, bi-parti- san motion picture commission, the regents were rather opposed to the plan.

It was recommended as a compro- mise by a committee of which the late Dr. Nicholas Murray Butler, then president of Columbia University, was chairman. The move came after the legislature refused to accede to Gov- ernor Alfred E. Smith's repeated pleas for a repeal of the 1921 statute.

The Butler Committee, one of many appointed to assist in effectuating Smith's sweeping program for a reor- ganization of the state government on more efficient lines, suggested the edu- cation department was the logical one

in which to vest the power of film cen- sorship. This, because the department consisted of trained, professional peo- ple removed from political influence or pressure.

Assemblyman Joseph R. Younglove, chairman of the joint legislative com- mittee on offensive and obscene ma- terial, which drafted the bill, pointed out today that reprinting would be neces- sary, because the word "sacrilegious" was inadvertently included. This had been eliminated, in the first, and "negative approach," classification act "prefiled" by the committee for con- sideration of the 1960 legislature. The U.S. Supreme Court, in the famous de- cision on "The Miracle," struck down "sacrilegious" as a grounds for deny- ing a license.

Disagrees with Johnston

He added: "I said recently, before the State Publishers Association, and I repeat, that I have found some of those who invoke 'freedom of the press' and oppose 'censorship' are not sincere." Younglove sees no validity in the reported viewpoint of Eric Johnston, president of the Motion Picture Association, that motion pictures are a "mass medium."

"'Mass medium' means that mo- tion pictures have appeal to all ages and classes," commented Younglove, "but it does not mean that every film is suitable for patronage by each in- dividual, and certainly not by school children."

Johnston Will Be Host To Heston on March 13

From THE DAILY Bureau

WASHINGTON, March 3. — Eric Johnston, president of the Motion Picture Association of America, and Mrs. Johnston will hold a reception in honor of Charlton Heston, star of M-G-M's "Ben-Hur" at the Sheraton Park Hotel here on Sunday, March 13. Ambassadors and their ladies representing 82 countries, top Govern- ment officials from the White House, both houses of Congress, the armed services, the cabinet, the Supreme Court and the diplomatic corps have been invited to attend.

The Washington premiere of "Ben-Hur" will take place on March 16 at the Warner Theatre.

Columbia to Release New 'Stooges' Film

Columbia Pictures will release Harry Romm's second full length fea- ture production starring the Three Stooges sometime this summer. Jules White is directing the Harry Romm Production. A special theme song for the 90-minute feature is being writ- ten by Stanley Styne and George Duning.

Final scenes are being shot this weekend and Romm will depart for the West Coast Sunday for final cut- ting and score work. Tentative title is "Stop! Look! and Laugh!"

Big Upswing in 70mm Product Abroad: Netter

There is a tremendous upswing in interest in 70mm product abroad, Douglas Netter, Samuel Goldwyn organization executive, said yesterday on his return from a two-month trip to Europe. He went on behalf of forthcoming "Porgy and Bess" Todd- AO openings there.

"Because of enthusiastic public re- sponse," Netter said, "theatres with 70mm installations are at a premium. It looks like the greatest year in their history."

Netter, working closely in associa- tion with M. J. Frankovich, Columbia International vice-president in charge of European operations, completed plans for "Porgy and Bess" premieres in Germany and Switzerland and sub- sequent engagements in Holland, Italy and Scandinavian countries. He will leave Monday for Hollywood to report his findings to Goldwyn.

Chakeres Joins TOA

The Chakeres Theatres circuit of Springfield, Ohio, has joined the Thea- tre Owners of America, it was an- nounced by Albert M. Pickus, TOA president. Arrangements for member- ship were completed by M. H. Chak- eres, circuit vice president, and George Roscoe, TOA director of exhibitor re- lations. The Chakeres circuit operates in Ohio and Kentucky.

PEOPLE

Curry E. Ford, new products mar- keting manager for National Carbon Co., has been named director of mar- keting for the company. Also pro- moted to new posts, reporting to Ford, are James King, Jr., as manager of electrode products; A. W. Wolff, as manager of Industrial carbon prod- ucts; W. C. McCosh, as manager of carbon products, and W. G. Pitt, as manager of new product market de- velopment.

John J. Kowalak, for the past three years color consultant in charge of chemistry and color processing at Movielab Film Laboratories, Inc., has been elected vice-president of Movie- lab Color Corp., a subsidiary of M.F.L.

Arthur Spaeth, for many years mo- tion picture critic of the now defunct Cleveland News, which merged with the Cleveland Press, has been ap- pointed Amusements editor of the Cleveland Sun-Press, weekly news- paper.

Bart Miller, former owner of the Granville Theatre, Granville, O., has been named manager of the Bexley Theatre, an art house in Columbus.

Sylvan M. Cohen, industry attorney in Philadelphia and former chief bark- er of Variety Club Tent No. 13, has been elected to the board of directors of the H. L. Green Co., variety stores chain.

Constance Hope has been retained by Columbia Pictures to handle the fashion, food and general women's page promotion on Carl Foreman's "The Guns of Navarone," now being produced in Greece.

William R. Griffin, co-owner of Cullman Amusement Co., Cullman, Ala., until his retirement in 1957, and a former president of Theatre Owners of America, is now serving as Rotary information and extension counselor for Rotary International, world service organization.

Howard Smidt, who recently re- signed as Paramount representative in the Albany, N. Y., area after 19 years with the company, is now associated with Paul Marcelli in the operation of the Community Theatre in Catskill.

O. W. Murray, president of Pathe Laboratories, Inc., has been elected to the board of directors of the America Corp., a diversified manage- ment company operating subsidiaries in the industrial and public utility fields.

Harold Rosner, a veteran of 25 years with Warner Brothers, has been promoted from his present position in the contract department to the post of assistant supervisor of exchanges.

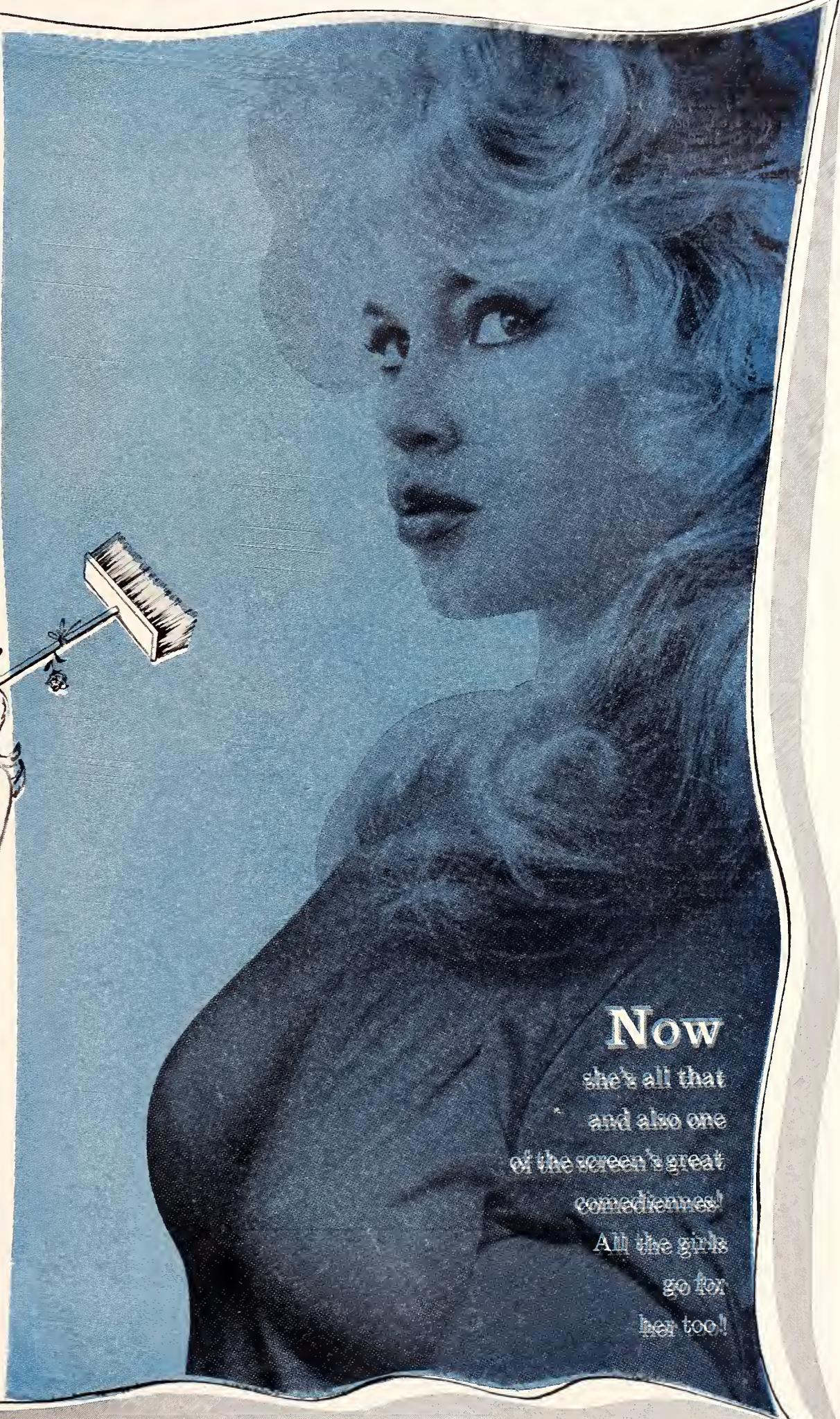


HERE'S THE
BIG
BOXOFFICE
(Vive la)
DIFFERENCE
IN THE NEW
BRIGITTE
BARDOT

BEFORE
this picture
she was
merely a
Goddess of Love!
Just everything
all the men
wanted!

Keep Your
Business Eye
On Her New
Hilarity High
From
COLUMBIA!

COLUMBIA PICTURES PRESENTS A RAOUL J. LEVY PRODUCTION
BRIGITTE BARDOT IN "BABETTE GOES TO V
SCREENPLAY BY JEAN FERRY, JACQUES EMMANUEL, MICHEL AUDIARD • BASED ON A STORY



Now
she's all that
and also one
of the screen's great
comediennes!
All the girls
go for
her too!

BRING
WIVES CHARRIER AND FRANCIS BLANCHE • RONALD HOWARD • HANNES MESSEMER
AND GERARD OURY • DIRECTED BY CHRISTIAN-JAQUE

in CinemaScope
and Eastman **COLOR**

Rackmil Hits

(Continued from page 1)

tiated with the Hollywood guilds in 1952 and again in 1956.

"Thus," he said, "talk of a 'Universal defection' or 'capitulation' is nonsense."

Rackmil added that again last fall when the present negotiations with the guilds were begun and he was told that company presidents had instructed their Hollywood negotiators "not even to talk about" guild participation in revenue from television for post-1948 libraries, he let it be known he thought this was "a mistake."

Says Johnston Was Informed

He asked John J. O'Connor, Universal vice-president, who represented the company at MPAA board meetings to put Eric Johnston, president of the latter organization, on notice that Universal would attempt to negotiate a deal with the guilds, and to so advise the company presidents. Rackmil said he left on a Latin American business trip about that time and, on his return a few weeks ago, went to Hollywood and opened negotiations with the guilds.

"Universal stands to make a lot of money this year," he said. "Why should I kill off the chance by accepting a strike that would force us to close down?"

Disagrees With Advertisements

Rackmil took exception to advertisements which were placed in Hollywood trade papers by the Association of M. P. Producers as late as Feb. 25 and which referred to a united stand by production companies, including Universal, against the principle of the guilds sharing in the post-'48 television revenue.

"The Association knew at that time that we were negotiating with the guilds and Ed Muhl (Universal studio head) told me he had not authorized the inclusion of Universal's name in the ads, nor had he been shown the copy beforehand.

"It was a silly thing because Muhl had been instructed not to attend their (AMPP) meetings at the time and we were nearing agreement with the Writers."

Not Planning Post-48 Sales

Rackmil emphasized that he believes Universal has made a very good deal with the guilds, "particularly in view of the fact that we have no intention of selling or leasing our post-1948 films to television." He pointed out that a five-year deal had been made with the writers and said he could foresee no possibility of U's post-'48 films going to television during that time. He added that he was equally willing to make a five-year deal with SAG but the negotiations concluded with a three-year pact.

Rackmil observed that if and when post-'48 films are disposed of to TV, "it will not be in the same way as in the past. We are likely to see deals for individual pictures, not for whole libraries."

Scouting the suggestion that Uni-

Conspiracy of Hearts

CONTINUED FROM PAGE 1

the appalling roll call of their murdered relatives among a group of Jewish children, as devastating a scene ever played before an audience; the amusing and anecdotal conversation of several nuns who pretend half-fear of excommunication because of their unusual religious aid to Jews; the stunning counterpoint between the nuns, reciting their devotions in Latin on the main floor of the convent, and the handful of Jewish children holding a Yom Kippur service in Hebrew a floor below; the Mother Superior, a former German princess, humbling herself pathetically before a cruel and clumsy Nazi officer—these are moments of real grandeur. Yet, cumulatively they produce in the viewer's system a crush of thoughts and feelings which transcend their workaday import—love, faith, courage, defiance of the savage abyss the nuns are courting. The "conspiracy" noted in the title aspires to the breadth of human duty.

The nuns' work becomes almost suicidal when the Nazis take over the detention camp. A nun is shot dead attempting to free a group of children, and the convent knows soon it will be found out. An Italian partisan who transports children beneath garbage heaps on his truck is executed when he refuses to identify other loyalists. The most immediate sacrifice is ordered upon three nuns after they deny any knowledge of partisans hidden in the mountains. But the firing squad composed of tired, bitter and rebellious Italians shoots above the heads of the nuns; instead, the Nazi prison tyrants are killed, freeing the nuns to continue their work.

Each performance is distinctive. As the Mother Superior, Lilli Palmer shepherds her flock in sharp rapport. The other nuns are quite as sturdy as she. The courage of Sylvia Syms, a lovely and slightly naive novice, preempts her youthful innocence. David Kossoff plays the aging but mighty rabbi with remarkable perception. His leap over the convent wall is wondrous. Joseph Coby is the crippled Jewish boy whose toxin for all mortal wounds is prayer and quiet remembrance. George Coulouris' partisan truck driver is pronged with meaning.

The most complex person in the picture is Major Spoletti, commander of the interment camp, who not so secretly is in league with the nuns. Ronald Lewis plays this officer, who, though neither brutal nor diffident, is committed at least superficially to the military code. Spoletti and those in his camp—men of pale conviction who are buried amidst the amoral rubble to which others have disposed them—are the most gravitating victims of war. Their devotions are confused and endless.

Ralph Thomas' direction is patient and precise. The screenplay by Robert Presnell, Jr. is equally as earnest. The picture was filmed at a 14th Century monastery near Florence and capitalizes on the expansive Tuscan countryside, in time of war as grim and shadowy as any legendary field. Running time, 116 minutes. General classification. Release, in April.

SAUL OSTROVE

versal had any thought of making a deal for the post-'48s, he noted that "We still have over half our pre-1948 pictures." He said the company has 309 features in its post-'48 library, but declined to estimate what they might bring. "That depends on how badly television needs them, and on a lot of other factors," he said.

Defending the guild deals, Rackmil said "Today in business you have to accept the fact that you must negotiate with employees' organizations. If you don't you're daring them to strike. And just as sure as we're sitting here, the actors are going to strike. There is no doubt about it. They can't do anything else."

Sees It as Not Unusual

"There is nothing unusual," he continued, "in paying twice for the same work. Call it 'featherbedding' or what you will, it's been going on a long time. As president of Decca Records we made a deal of the same kind with the American Federation of Musicians as far back as 1943. It

permitted us to work, and Decca prospered and paid dividends in 23 out of 25 years.

"What would these payments amount to? It might be \$12,000 on a picture, and there isn't a picture made in Hollywood that doesn't go over its budget by a lot more than that. If you can make a deal that costs less than fighting the thing, it makes sense to do so. Especially when it's something like this that may never cost you a penny, if you don't sell to television.

Sees Industry Gaining

"The industry, I am confident, is getting stronger. We may never have to sell our post-48 films. If others want to use this situation as an excuse for cutting down, getting rid of people, that's something else."

Rackmil said his statements were intended to clear up "a lot of misinterpretations of our action and to answer a lot of unfounded reports that are being bandied about." He denied that the action was taken be-

Reply to ACE

(Continued from page 1)

current strike dispute. The ACE went to all company presidents as well as the actors and writers.

Rackmil said he had delayed reply to ACE as he was in the process of negotiation with the guilds. He said he was happy to "personally advise" Fabian that he has now negotiated a contract and in so doing we were in accord with the facts outlined in wire."

Rackmil listed as films set into production at Universal Street, "Some September," "I the Gun," "Midnight Lace," "Roff and Juliet," "Spiral Road," "Executioner," "The Grass Is Greener," "The Great Imposter," "Ugly American," and "Winning Youth."

Retail Clerks Pledge

(Continued from page 1)

the retail clerks, wired Ronald Lewis, president of SAG, the following message:

"Officers and members of RCO cognizant of your current collaboration bargaining difficulties with the Hollywood motion picture producers wish to extend to you not only our best wishes but full and complete assurance of moral and financial support should the members of your organization find it necessary to draw their services from these producers.

"Our membership has been years acutely aware of the great contribution your organization has made to the American labor movement generally. Our support therefore will be considered a duty but a pleasure."

cause Universal no longer owns leases, its studio, or because only a limited backlog of completed pictures and wanted to put more production.

"We had completed our schedule for this year. And our overhead was lower than anyone else's. I could afford a strike better than anyone else."

He said he is prepared to negotiate with IATSE, the Screen Directors Guild and any other group that wants to talk about participation in television.

"If there is a long strike," he said, "Universal and United Artists will be the only companies supplying pictures to the theatres. That's alright with me. We have plenty of pictures. We could increase our output."

Rackmil described his negotiations with the Guilds as "calm, equitable and mutually satisfactory."

"I told them," he said, "that I thought a strike would be a bad thing for relations move because of large salaries of actors that are alien to the public. And in a strike no one wins. No matter what the settlement terms, it winds up with money. Of course, the salaried stars aren't the only ones the guild has to look out for. There are lots of little people, too."

Columbia Is Not Bound SAG Pact: Briskin

From THE DAILY Bureau

LYWOOD, March 3. — Clarifying the position of Columbia Pictures in the current negotiations between the Screen Actors Guild and the International Brotherhood of Actors, an independent production group now filming "Pepe" for Columbia release, Samuel J. Briskin, vice-president in charge of Columbia Pictures' West Coast operations, today issued the following statement:

"Discussions have been solely on the joint venture which is producing the motion picture 'Pepe' for Columbia release.

Responsibility of 'Joint Venture'

"The joint venture agreement covering the production of 'Pepe' will be with the joint venture, and fulfillment of its terms is its sole obligation. Columbia Pictures will neither be a party to nor bound by any of its provisions. The joint venture alone will have responsibility for fulfilling the agreement.

"Columbia Pictures, which has a multiple picture agreement with Columbia is not involved in any negotiations with the guild."

"Briskin refused to intercede for Columbia Pictures with SAG, because of a number of vignettes employing important actors, 'primarily and especially because of Columbia's firm position in current negotiations between the majors and SAG.'"

"Briskin advised Jacques Gelman, executive producer on behalf of Posa, the film's star, Cantinflas, that he would have no objection if the joint venture approached the guild and requested a waiver, with 'the understanding that the joint venture would neither speak for, represent, nor in any manner bind Columbia to any agreement they might make with the guild.'"

Understood as Not Binding

"On March 1 we were informed that they had met with the guild and that substantial progress had been made, further that there was an understanding with the guild that what agreement was arrived at would be binding upon Columbia," Briskin added.

"The picture 'Wackiest Ship in the World' being produced for Columbia Pictures and currently on location in Hawaii, is preparing to suspend production on Sunday March 6 and the company is returning to Hollywood immediately thereafter," Briskin concluded.

Cartacus'

(Continued from page 1)

Manager of Universal International Pictures, Inc., who will leave here at the weekend with Fortunat Baronat, director of foreign publicity for European sales and publicity affairs. The company's continental offices will be attended by key members of the company's continental staffs.

REVIEW:

Comanche Station

Columbia—CinemaScope

HARTFORD, March 3

SEEMINGLY AGELESS, the redoubtable Randolph Scott, he of the grim countenance, chases after the doers of dastardly deeds in the American West of Old, the while garnering a whopping quantity of box office receipts and an ever-growing following of Scott aficionados, be they in West or East. His latest, characteristically accorded first-rate wrappings by producer Harry Joe Brown, will follow the pattern of competent grossings.

Burt Kennedy's screenplay casts Scott as a chap who rides into Comanche territory to barter for the freedom of a white woman prisoner. En route back to civilization, Scott and the woman (Nancy Gates) are joined by three desperados, Claude Akins, Skip Homeier and Richard Rust, who realize there's a handsome \$5,000 reward posted for Miss Gates' return (dead or alive).

At the fadeout virtue rewards the stalwart Scott's efforts, and that worthy rides off into the lonely frontier emptiness as Miss Gates is reunited with her disabled husband. Another Western legend thus is completed.

Harry Joe Brown is executive producer on this particular opus, and Budd Boetticher served as producer and director. Both gentlemen, let it be noted in passing, know the business of western films backward, forward and down the line. Only regret to those theatres playing the Scott product is slim quantity over the given span of a year!

Running time, 74 minutes. General classification. Release, in March.

A.M.W.

SPG-TOA Talks

(Continued from page 1)

secondary to the issues of the impending strike." He added that resumption of the talks will be held at meetings to be set following conclusion of the strike situation.

The TOA committee consisted of Nat Lapkin, Harry Kalmine, Al Pickens, George Kerasotes, Sidney Markley and Roy Cooper. In addition to Blaustein, the SPG was represented by Jerry Bresler, Aaron Rosenberg, Arthur Freed, Jerry Wald and Walter Mirisch.

Ads Set in Columbia Home-Building Tie-Up

Columbia Pictures' \$6,500,000 promotion tie-up with 21 home-building manufacturers and associations centered around Richard Quine's "Strangers When We Meet," already has resulted in 26 pages of national advertising being set. Budget for the campaign is expected to reach \$3,000,000 for national advertising alone. Ads will be taken in most of the top-circulation magazines and trade journals.

Blueprints for the gigantic ad campaign were worked out at a Chicago meeting with the manufacturers.

'Breed' Bows Today

PHILADELPHIA, Mar. 3. — "This Rebel Breed," Warner Bros. release will have its world premiere tomorrow at the Stanton Theatre here. A Hollywood contingent connected with the production will make on-stage appearances at four shows, beginning at 1:30 P.M. and concluding near midnight.

'Eve' Next

(Continued from page 1)

also reports that a Soviet film, "Circus Stars," will open its U.S. run in Washington on March 9. Distributed in the U.S. by Paramount, the film will bow at an invitational premiere to be attended by high-ranking U.S. and Russian officials.

Informal reports on two Russian films now playing in the U.S. have reached Shelton. He has been told by Warners and Columbia—who gave no figures — that the reception of both "The Cranes Are Flying" and "Swan Lake" have been extremely good.

Showings of the Russian films have for all practical purposes been free of any demonstrations of anti-Soviet feeling, though Shelton mentioned that he had heard that there was a letter of protest in the New Orleans area. In Shelton's opinion, the absence of incidents is attributable to the "honest belief of thinking Americans that there is a net advantage in getting U.S. films before the Russian people."

Basing his comments, apparently, on the big box office success that is being enjoyed by "Marty" in Russia, Shelton says that there is no doubt that the public interest shown by the Russian people definitely indicates their desire to see more American pictures. He assumes that more Soviet films will be bought by U.S. firms as time goes on.

Polly Bergen to Coast

Polly Bergen will leave here over the weekend for the Coast where she will work with Jack Benny in taping a show which will be televised on March 19 as a Benny "Spectacular" on CBS-TV.

Dorchester

(Continued from page 1)

ductions, and Ronald Reagan, president of the Screen Actors Guild.

The picture is being made for Warner Brothers release. The signing of the contract means that production will continue on "Ocean's Eleven" despite a strike call for the SAG set for midnight Sunday. The guild is notifying all its members that it is in order to work in this picture.

Sinatra Answers Query

Asked for comment following the signature, Sinatra said:

"For the good of the entire motion picture industry, the Screen Actors Guild has compromised greatly from its original contract demands. I personally believe it is now time for all motion picture producers to do a little compromising, for the good of the industry."

SAG Welcomes

(Continued from page 1)

and the producers was released as time drew nearer to the Sunday night deadline set for the actors to strike with no indications of an agreement being reached.

In a wire to ACE John L. Dales, SAG national executive secretary, said: "Thank you for your wire. The board considered it last night. Faced with the absolutely adamant position of the producers in, to use their expression, their 'moment of truth', the Screen Actors Guild cannot agree that theatrical pictures may forevermore compete with actors and exhibitors on TV without reasonable restrictions. We feel certain that many producers are sympathetic to the inequities of our position and will act accordingly. If you have any suggestion which could affect the impasse with the majors, please forward them to both parties."

Says He Attended Only One Meeting

"We have read Eric Johnston's public reply to your wire. It illustrates the difficulty of communication with the majors today. Mr. Johnston has attended one negotiating session only. His statement indicates a lack of intimate knowledge of these problems."

Tab Hunter to Star In 'Bachelor-at-Large'

Tab Hunter will star in a new weekly half-hour comedy series titled "Bachelor-at-Large," scheduled for presentation during the 1960-61 season on the NBC Television Network, it was announced by David Levy, vice-president, programs and talent, NBC Television Network.

Packaged by Famous Artists in association with NBC, the series will present Hunter as Paul Morgan, successful young bachelor cartoonist. Other regular roles to be cast in the black-and-white film series will be Peter Fairchild III, Morgan's wealthy playboy friend, and the cartoonist's 15-year-old brother Fred, a military school student. Malibu Beach, Calif., is the setting for the stories of the trio and the girls in their lives.

A STATEMENT OF FACT

We have negotiated a contract with the Screen Writers Guild and Screen Actors Guild.

We have done so with a sense of responsibility to our exhibitor customers, to our employees, to our stockholders and to the entire industry.

These negotiations would not have been possible without the same sense of responsibility by the guilds. It was a mutual spirit of goodwill, integrity and honest bargaining that made this possible.

Together we have taken a step forward to secure the future.

UNIVERSAL PICTURES CO., INC.



MILTON R. RACKMIL
President

MOTION PICTURE DAILY

57, NO. 44

NEW YORK, U.S.A., MONDAY, MARCH 7, 1960

TEN CENTS

14 Days

ate Bid for rike Delay ade by ACE

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Johnston Replies

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Si H. Fabian

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earlier in wires to the same
ipals, and had offered its good
(Continued on page 5)

Business Bounces Back er Storm Cuts Takes

oadway theatre business was re-
ed to a comfortable climate at the
end, following the sudden frost it
ived last Thursday when 14 inches
now took a sharp, white attack at
receipts in the Metropolitan area.
rosses, which generally were off
(Continued on page 4)

ulation Acceptance eds Embassy Case

Special to THE DAILY

AN FRANCISCO, March 6.—Pre-
ably the last barrier was breached
Friday to pave the way for a de-
m in the eight-million-dollar Em-
y Theatre anti-trust suit against
mount Theatres and others. Judge
(Continued on page 4)

Columbia 26-Week Net \$1,193,000

Columbia Pictures had a net profit
of \$1,193,000 for the 26 weeks ended
Dec. 26, 1959, it was reported at the
weekend by A. Schneider, president.
This compares with a net profit of
\$1,752,000 for the same period ended
Dec. 27, 1958, which figure included,
however, \$2,622,000 representing
profit on the sale of the company's
(Continued on page 6)

Two Suits Involving Film Sales to TV Begin Today

Two suits filed against industry
companies by the Department of Jus-
tice, both involving the sale of films
to television, are scheduled to get un-
derway in New York Federal Court
today in separate trials.

One suit charges six film companies
with violation of the anti-trust laws
through "block-booking" in selling pic-
tures to TV. Defendants are Loew's,
Inc., C & C Super Corp., Screen Gems,
Associated Artists, United Artists and
National Telefilm Associates. Judge
(Continued on page 2)

Telemeter Objective Told Public in Ads

Special to THE DAILY

TORONTO, March 6.—Telemeter's
new objective of 40,000 sets, which
was reported to the trade in New
York last week by Louis A. Novins,
president, was announced here to the
public Friday in full-page ads in each
of the Toronto daily newspapers. The
new target is 25,000 more than orig-
(Continued on page 4)

Flick Sees Film Classification Bill as Beneficial to Industry, Other Groups

Special to THE DAILY

ALBANY, March 6.—The motion picture industry, educators, legislators,
parents, and "even the lawyers" should all welcome the Younglove-Duffy bill
providing for the state to classify films, in the opinion of Dr. Hugh M. Flick.
Presently executive assistant to James
E. Allen, Jr., state education commis-
sioner, Flick is a former director of
the Motion Picture Division of the
education department.

The bill in question provides for
the Motion Picture Division at the
time it licenses a film to classify it as

Non-Hollywood Filming to Continue

Hollywood Braces for Start of Strike Today

Nine Features Are Directly Affected; Four Companies Furlough Employees

By SAMUEL D. BERNS

HOLLYWOOD, March 6.—As of press time tonight (Sunday) there was no
indication that a break-through would occur which would prevent the Screen
Actors Guild strike from going into effect at one minute after midnight.

Allied's E.D.C. Hits Theatre Treatment

From THE DAILY Bureau

WASHINGTON, March 6.—Allied
States' emergency defense committee
in another of a series of bulletins re-
leased here protested the unavailability
of prints for late run theatres and a
callous attitude on the part of some
film salesmen toward exhibitors who
complain they will lose money if they
attempt to pay some of the firm terms
asked of them.

The bulletin reports that E.D.C. has
(Continued on page 5)

Perlberg Sees Pensions As Agreement Area

From THE DAILY Bureau

HOLLYWOOD, March 6.—The
suggestion that "a solid industry pen-
sion plan" might be found preferable
to television residuals participation on
both sides of the guilds-production
(Continued on page 5)

A total of 3,400 persons, including
back lot and front office employees,
directly affected by and connected
with production were given a fur-
lough at four of the major studios;
20th Century-Fox, Paramount, M-G-M
and Columbia. Nine films of the 14
being made by the major companies
were directly affected by the strike
edict. The other five productions be-
ing based overseas or on location
away from Hollywood are protected
by contracts with players made prior
to January 13, 1960.

Four Independents Sign

The latest independent-producer ad-
ditions to the SAC agreement include
George Sidney International-Posa In-
ternacional (for Cantinflas) making
"Pepe," also Otto Preminger's Carlyle-
Alpina S. A. Production company for
the making of "Exodus," and Philip
Yordan's Longridge production for
the making of "Studs Lonigan."

Additionally, Tony Curtis, who is
head of his own company, Curleigh
Productions, said he had signed with
the union. This will cover his produc-
tion of "Draw Sabre" by Blake Ed-
wards, who will also direct the film.

Charles Boren, executive vice-pres-
ident of the Association of Motion
Picture Producers, said that he would
make himself available to the press
for questioning at noon tomorrow
(Monday). There are no meetings
scheduled between negotiations for
AMPP and SAC at this time.

Nine Features Affected

Nine features directed affected by
the strike include Columbia's "The
Wackiest Ship in the Army" and "All
the Young Men"; M-G-M's "Butter-
field 8" and "Go Naked in the World";
Paramount's "The Pleasure of His
Company" and 20th's "Let's Make
Love," "High Time," "Lost World"
and "One Foot in Hell."

(Continued on page 2)

PERSONAL MENTION

GEORGE WELTNER, Paramount vice-president in charge of world sales, has returned to New York from Rome.

ALBERT LEONARD, Magna Theatre Corp. vice-president in charge of foreign distribution, left New York yesterday for Europe.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, **BERNARD LEVY**, have returned to New York after spending four weeks visiting key cities and the Hollywood studios.

EMERY AUSTIN, of the M-C-M home office advertising-publicity department, left here yesterday for Hollywood, with stops scheduled at three cities enroute.

EDITHE BRYANT, booker in Atlanta for National Screen Service, has returned to her duties there following a short illness.

WENDELL WELCH, operator of the Dallas Theatre, Dallas, Ga., has returned there from Florida.

FRANK E. CAHILL, Jr., vice-president in charge of sales for Century Projector Corp., will be in Kansas City tomorrow from New York.

WILLIAM WYLER, director, who returned to New York recently from Europe, has left here for the Coast.

E. R. MILLER, owner of the Sevier Theatre, Johnson City, Tenn., has resumed direction of the house following recovery from an illness.

LEONARD ANDERSON, president of Leonard Anderson Associates, producers, has returned to New York from New England.

check with.....
national screen service
for the best in SPECIAL TRAILERS

Classification Foreign Critics Cite

'Anne,' 'Room,' '400'

(Continued from page 1)

port for films which are both entertaining and educational," Flick said.

Educators would find the bill "a supplement to classroom instruction," he explained, "in being an available and authoritative guide on good pictures." The bill provides for the Division to maintain a record of approved films and to disseminate it at places "authorized by the Board of Regents."

As for legislators, they should approve the bill "as a step to transform the negative form of regulation into a constructive and positive one," Flick added. "Although the law in the past has met a very real need," he pointed out, "the industry has matured and certainly a positive approach in the future is desirable."

Parents support such legislation, Flick declared, since it would allow them "to use valued judgments in the selection of films for them and their families to patronize."

"Even the lawyers," he continued, "should approve this bill which could not be contested from the constitutional viewpoint."

Two Suits Involve TV

(Continued from page 1)

Archie O. Dawson will hear this case with Louis Nizer as chief counsel for the defendants.

The other suit charges Universal Pictures, Columbia Pictures and Columbia's subsidiary, Screen Gems, with restraining competition in the sale of films to TV. This case will be heard by Judge William B. Herlands.

The "block-booking" suit was originally filed in the spring of 1957. The government charged the defendant film distributors forced TV stations to license their pictures in groups and contended that this violated the anti-trust laws. It asked that the film distributors be required to license the TV stations on a picture-by-picture basis.

Second Case in April, 1958

The second case was filed a year later in April, 1958. The complaint said that the agreement made by the three companies in August, 1957, whereby Screen Gems was given exclusive license for the TV distribution of over 600 pre-1948 Universal pictures for 14 years, eliminated Universal as a competitive factor in TV film distribution.

The government also alleged that the agreements were part of an illegal conspiracy to "fix prices" and eliminate competition between Columbia and Universal in the field of TV film distribution.

Both the film and television industries are watching the two suits with considerable interest as they could have far-reaching effects on the manner in which film distributors sell their product to TV.

"The Diary of Anne Frank" (20th-Fox), was named best American film of 1959; "Room at the Top" (Cont.), best British film; and "The 400 Blows" (Zenith), best foreign language film by the Film Critics Circle of the Foreign Language Press. The awards were announced Friday night in a radio broadcast over WNYC.

Other citations went to Paul Muni as best actor in "The Last Angry Man" (Columbia); Audrey Hepburn, best actress for "The Nun's Story" (WB); Ingmar Bergman, best director, "Wild Strawberries" (Janus); Stanley Kramer, best producer for "On the Beach" (UA); and Paddy Chayefsky, best writer, for "Middle of the Night" (Columbia).

Gottlober Presides

Sigmund Gottlober, executive secretary of the Film Critics Circle, presided over the programs, and the awards were presented by Dr. Nathan Swerdlin, president of the Circle and film editor of the *Jewish Day - Journal*; James Vlamos, of the *Greek National Herald*; and Wladislaw Borzecki, editor of the Polish daily *Nowy Swiat*.

Abe Goodman, advertising director for 20th Century-Fox, accepted the certificate for "Diary." Carl Peppercorn, vice-president of Continental, accepted for his organization, and Daniel Frankel, president of Zenith International, received the award for Zenith.

'Glenn Miller' to Palace Here, Also Golden Gate

Universal-International will launch the national re-release of "The Glenn Miller Story," with East and West premiere engagements at the RKO Palace Theatre in New York starting Tuesday, March 22, and at the RKO Golden Gate in San Francisco on Wednesday, March 23. This will be followed by a series of key city engagements from coast to coast, it was announced at the weekend by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures Company.

Re-Equip S.L.C. House For 'Ben-Hur' Opening

Special to THE DAILY

SALT LAKE CITY, March 6.—Intermountain Theatres installed new equipment, from top to bottom, in the Centre Theatre for the roadshow engagement of "Ben-Hur," which opened last week for an unlimited engagement. John N. Krier, Intermountain vice-president and general manager, said the new 70mm Bauer equipment includes six-track stereophonic sound and the largest screen in the Intermountain area.

Pittsburgh Editor Used in Compo

An editorial published in the *Pittsburgh Press* is reprinted in its entirety as an advertisement by COMPO in current issue, out last Saturday, March 5, in *Editor & Publisher*. The editorial entitled "America's Art" gives praise to the quality of American motion pictures.

The text of the advertisement follows:

"One of the most cherished beliefs of certain Europeans is that the United States is a vast land of uncultured barbarians. Because of this undesired reputation, it is always with pleasure that we welcome the increasing evidence of artistic merit in the U.

'Most Genuinely American'

"American achievements in literature, music, painting, sculpture—the fine arts—come quickly to mind. But the one art form which is genuinely American—the motion picture—usually is overlooked.

"Increasingly in recent years U.S. has produced pictures of merit, but because of the commercial nature of this field, Americans hesitate to give them the esteem they deserve. This is perhaps regrettable, for in motion pictures such as 'Diary of Anne Frank,' 'Porgy and Bess,' 'The Nun's Story' and 'A Day of a Murder' we have production real—and often deep—value.

Judging Apart from 'Ben-Hur'

The above movies are from the ten of past year as selected by K. Monahan, *Pittsburgh Press* critic. And this group, of course, not include this year's 'Ben-Hur' scribbled by Mr. Monahan as well as all preceding movie mammoth number of other commendable productions might be added to the

"Because they attract huge audiences, movies may lack prestige snob appeal, but few will deny the cinema is today one of America's most powerful artistic forces"

'Flanders' Here Mar.

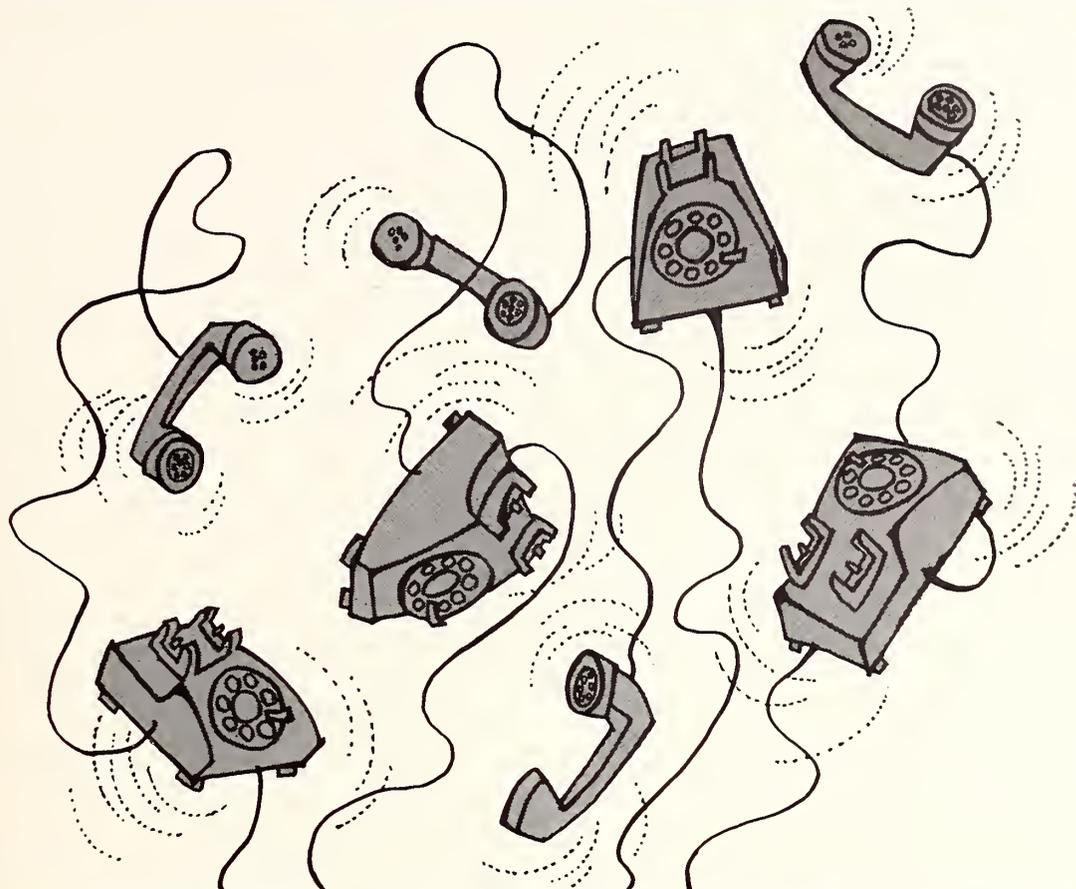
Twentieth Century-Fox's "A Day of Flanders" will open at the Biltmore and DeMille Theatres in New York on March 31, it was announced by Alex Harrison, general sales manager, and Walter Reade, Jr., president of Walter Reade Theatres.

SITUATION WANTED

Executive Secretary. 25 years experience in major motion picture company as secretary to world-wide sales executives.

Box 38, MOTION PICTURE DAILY
 1270 6th Ave., N. Y. 20

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bldg., Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, C.I.R.E. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copie



OUR PHONES HAVE GONE CRAZY!

The reason is simple. We have been overwhelmed by a flood of phone calls requesting service since we inaugurated Telemeter last Friday. Also, we've had a gratifying number of calls just to say "thank you" for bringing Telemeter to Etobicoke.

The public's response to Telemeter has been beyond anything that we had anticipated.

It seems that the excitement began to spread when neighbors told one another . . . "they're playing 'THE NUN'S STORY' that just got nominated for the Academy Award, and 'JOURNEY TO THE CENTER OF THE EARTH' with Pat Boone, the same pictures that are playing at the neighborhood theatres." . . . "no commercials, and imagine seeing a picture from start to finish without a single interruption!" . . . "the price for the whole family is the same as the price of one movie ticket." . . . "they're going to show the whole Maple Leaf

game from Madison Square Garden Sunday night!"

Your enthusiasm has been tremendous. For this, we thank you. It has also created some problems. For this, we ask your understanding and patience.

We shall try to meet the extraordinary demand for Telemeter as soon as we possibly can. We are accelerating our installation program. We are expediting shipment of materials. We are expanding every phase of our operation.

As soon as we catch up with the backlog, we plan to enlarge our present cable system to cover an area of 40,000 homes in West Toronto.

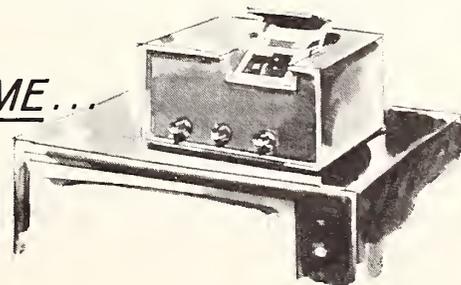
We launched a new medium of entertainment Friday. We are confident that what we pioneered here will bring added dimension and enjoyment to television viewers as Telemeter spreads everywhere.

FAMOUS PLAYERS CANADIAN CORPORATION, LIMITED

John Fitzgibbon C. B. E.
PRESIDENT



TELEMETER THEATRE IN THE HOME...



Television Today

SEC, Skiatron Seen Near Stipulation; Capital Hearings Resume Today

By E. H. KAHN

WASHINGTON, March 6.—Implications of the proceedings by the Securities and Exchange Commission against Skiatron Electronics and Television, Inc., are becoming clearer. The hearing before SEC examiner Robert N. Hislop is scheduled to resume tomorrow.

Within a day or two it is hoped that attorneys for the government and for Skiatron will be able to work out a stipulation which will spell out the business problems of the company. Meantime, the SEC has continued through March 16 its suspension of all trading in the firm's common stock.

If a stipulation can be reached, it will in all likelihood be a statement of agreement on facts, not a compromise settlement. SEC's lawyers expect a stipulation to greatly shorten the proceedings by eliminating the need to call witnesses whose testimony would, SEC hopes, prove its contention that Skiatron's current registration statement contained "deficiencies" of a "serious nature" which made investors unable "to make an informed analysis and evaluation of the worth of Skiatron stock upon the basis of published information." The stipulation concerns the disposition of 195,000 shares of stock available to Matthew M. Fox.

Has Been Carefully Studied

It seems clear that if a stipulation can be reached, it will have to include material adverse to the company. The proposed document, read into the record of the hearing on Feb. 25, has been refined by government attorneys. The company's lawyers have had some consultation with the SEC officials, but it is by no means certain that they will agree to the stipulation when it is presented.

If agreement cannot be reached, the government will call as witnesses people who bought stock from the Skiatron president, Arthur Levey, under letters of investment, from U.S. representatives of Swiss banks that handed Skiatron stock that went overseas, and probably from a member of the brokerage house, Re and Re, that was the specialist in Skiatron stock on the American Stock Exchange.

After completion of proceedings before examiner Hislop, he will write a proposed opinion for the SEC itself. This will be reviewed, then adopted, modified, or rejected by the SEC. If the final SEC opinion should prove to be adverse to Skiatron, the company can appeal to the courts.

Stanley Dudelson, who was recently promoted to syndication sales manager.

In addition, Arthur Breecher, formerly of Official Films, has joined Screen Gems as syndication account executive in Minneapolis, which was Newgard's former territory.

May Establish Office Here For TV Code Review Unit

From THE DAILY Bureau

WASHINGTON, March 6. — The Television Code Review Board will recommend to the National Association of Broadcasters' television board that TV code activities and the staff be expanded. It may establish a code office in New York City.

Further action on this recommendation probably will be taken at the television board's meeting in Washington March 9.

Lawrence, RKO General To Become Affiliated

Robert Lawrence Productions, Inc., producer of filmed television commercials, has affiliated with RKO General, Inc., a division of the General Tire and Rubber Co., it was announced jointly by president Thomas F. O'Neil of RKO, and president Robert L. Lawrence of RLP.

The affiliation involves no change in the management and personnel of either company.

'Manhattan' Series Set To Bow on March 11

"If I Should Die . . ." an original television drama produced by Albert McCleery and written by Anthony Spinner, will be the initial offering on "Manhattan," a series of special programs starting Friday, March 11 (9:00-10:00 P.M., EST) on the CBS Television Network. The programs, to be presented periodically, will be sponsored by Procter and Gamble Company.

Cliff Robertson, Dina Merrill and Gene Raymond will star in the premiere, which will be directed by Karl Genus.

Screen Gems Names Two New Sales Managers

Two new regional sales managers have been appointed to Screen Gems' syndication sales force, it was announced by Robert Seideman, director of syndication of the Columbia Pictures TV subsidiary. Daniel Goodman has been named eastern sales manager.

Robert Newgard has been named midwest sales manager, replacing

Jean Dalrymple Named Telemeter Producer

Miss Jean Dalrymple, well-known producer of theatre, opera and ballet, and presently director of the theatre and light opera companies of the New York City Center, was named as an executive producer at the weekend for the International Telemeter Company.

Louis A. Novins, president of Telemeter, said her appointment was the beginning of the signing of "important creative personnel" to produce Telemeter programming. Telemeter was launched in Toronto weekend before last.

Novins said that "apart from current motion pictures and important sports events, Telemeter will provide a variety of programming. Miss Dalrymple is now working on a number of exciting projects about which announcements will be made in the near future," he added.

Business Recovers

(Continued from page 1)

one-quarter to one-third at midtown first-run houses last Thursday, were rising at the same rate Manhattan's streets were being cleared for pedestrian and vehicular traffic. Theatre customers in Long Island, Westchester and New Jersey were returning downtown after the virtual isolation forced upon them by New York's worst snowstorm in five years ended.

Thursday's figures follow:

At the Criterion, "Suddenly, Last Summer" took in \$1,536. The same film, playing day-and-date, grossed \$423 at the Sutton. "Our Man in Havana" did \$1,205 at the Forum and \$1,206 at the Trans-Lux 52nd Street. "The Mouse That Roared" was cut down to \$197 at the Guild. At the Trans-Lux Normandie, "The Swan Lake" grossed only \$127.

"The Last Voyage," at the Capitol, dipped below \$1,000 Thursday. "Ben-Hur," at Loew's State, receded to \$3,185. At the Paramount, however, "Sink the Bismarck!" held its own, bagging \$2,400. At the Music Hall, "Home From the Hill" grossed \$8,100 in its first day.

Stipulation Accepted

(Continued from page 1)

Lloyd H. Burke accepted without comment a stipulation prepared by Robert D. Raven, Embassy counsel, and signed by attorneys for both sides, which now leaves the court unfettered to study the transcript of the testimony of the 1958 trial heard by the late Judge Edward P. Murphy and hand down a decision.

Raven obviously made a concession to the defense in the drawing up of the stipulation in a desire to expedite a verdict.

While the voluminous transcript of the Judge Murphy trial covers a span of 65 court days which started March 24, 1958, and calls for a lengthy study by Judge Burke, the latter has indicated that, even while the ease was being delayed many months

Telemeter Ad

(Continued from page 1)

inally set for installation in the W Toronto suburb of Etobicoke.

Eugene Fitzgibbons, president Trans Canada Telemeter, said he was unable to say when the company would reach this new objective. "It all depends on our suppliers and how fast we can string the wire," he said. Presently there are something over 1,000 subscribers receiving the Telemeter service, with perhaps 2,000 others who have paid their \$5 attachment fee and are waiting for installation.

Fitzgibbons, however, said that he guesses has it that the immediate objective of 15,000 "might be reached by the late summer."

Cost Close to \$15,000

The newspaper ads, which will be read by a total of some 750,000 readers, cost nearly \$15,000. So far is the largest one-shot ad taken by Telemeter operation to tell their story.

The ad is headed "our phones have gone crazy." Then it goes on to explain that Telemeter has had "a flood of phone calls requesting service since we inaugurated Telemeter Friday." In addition there have been calls to say "thank you."

Signed by John Fitzgibbons, president, Famous Players Canadian Co. The ad states that the public's response has been beyond anything expected. Fitzgibbons states that the whole program is being accelerated "expanding every phase of our operation." The ad ends: "we are confident that what we pioneered will bring added dimension and joyment to television viewers as Telemeter spreads everywhere."

Thus far no accurate figures on many people have viewed the pictures thus far offered—"The N Story," "Journey to the Center of Earth," "FBI Story," "Career," "Big Circus"—are available. These won't be available for at least another two weeks when the tapes are taken from the Telemeter attachments.

Theatres Seen Unhurt

There is no indication that Telemeter offerings have hurt the local theatres. The Westwood, which did \$500 on the opening night of Telemeter and which was simultaneously offering "Journey to the Center of Earth," grossed \$1,200 on Saturday. The middle of the week business was reported down, but was all over the city.

The first live show—other than news—was offered this week by Telemeter. Cliff McKay and Phil Wright put on an early-evening performance with Bill Crampton, handling the production chores.

since he took over, he has been studying the transcribed testimony.

Thus, with forensic techniques apparently cleared away, a reasonable decision in the case originally filed more than 10 years ago by Daniel McLean and Leland Dibble can be expected.

**Actors Equity Voices
Strike Support**

Council of Actors Equity Assn. request of Ralph Bellamy, president, adopted a resolution on giving its full support to the Actors Guild in its deadlocked negotiations with production companies. The outcome of the dead-locks to be "most important to persons in all the entertainment industry," the Equity resolution instructs A.E.A. members "not to accept employment in the jurisdiction of the A.G." without the latter's specific authorization and approval of their act.

United's EDC

(Continued from page 1)

complaints from exhibitors and some bookers are either too "lazy" or have been ordered not to see if prints are open on dates promised by exhibitors.

In reply to such exhibitors, it says, "For you there won't be a for five or six months." It objects that this attitude sometimes is in with respect to pictures that already been on release from to six months. "It is encountered frequently as to suggest a deliberate y to relegate many theatres to a second-class service to their community with inevitable loss of revenue to exhibitor and exhibitor alike.

Appeals to Sale Officials

This kind of waste the industry cannot afford. Sales heads should take hard look to discover the reasons for the wastage and put an end to it. "Lying idle in a vault when an exhibitor desperately needs it is the kind of waste that all executives should be quick to detect and eager to avert."

Referring to other exhibitor reports, the bulletin says small theatre owners resent the attitude of some salesmen "To hell with your theatre," or some other form of ridicule or abuse when they contend they cannot break even, but less make a profit, on terms decided. They are told to close their theatres, then.

Stresses Exhibitors' Importance

"We submit," says E.D.C., "that an attitude is a basic cause of lack of unity in the industry. These exhibitors are important. They are leaders in their communities. They know a lot of people, for that is part of their business. They have influence in state legislatures and in Congress, on which the industry must rely in emergencies. They are the ones who made possible the winning of the admissions tax fight. The industry calls on them when there is threat of censorship.

Breaking these men's backs by vituperation, by discriminating against them, by refusing them cooperation and prints, and by jamming unrealistic demands down their throats is very bad business."

ACE in Bid for Strike Delay

(Continued from page 1)

offices in an attempt to help effect a settlement.

In a quick reaction to the wire, Eric Johnston on Friday replied to the Fabian plea. The president of the Motion Picture Association of America emphasized the fact that the major motion picture companies are ready, willing and eager to negotiate with the screen actors at any time and for any period in an effort to arrive at a fair agreement in order to avoid a walkout. Said Johnston:

"We agree with you. We don't want a strike. We have done all that we could to avoid a strike. We desire to talk to the actors at any time, for 14 days or for whatever time it takes to reach a fair agreement.

Actors' Decision, Says Johnston

"The actors made the decision to call a strike. They can revoke the strike call at any time they wish. We can't call off the strike. Only the actors can do that.

"With you, we hope that they will." The second wire from A.C.E. was impelled, Fabian said, by the lack of progress in the interim toward averting the strike or prolonging the negotiations. Warning of the costs of a prolonged strike to all concerned, and reminding of the interests of the public and exhibitors, Fabian again offered ACE's "constructive cooperation in any form acceptable to the negotiators."

Following is the text of the ACE wire:

"While our message of last week received sympathetic attention we are shocked that seemingly no progress has been made to avert the strike or prolong negotiations beyond the deadline.

'Heading for Disaster'

"We are heading for disaster for the entire motion picture industry. When the studios shut down irreparable damage with world-wide repercussions will result. We foresee permanent curtailment of feature production in the U. S., permanent disappearance of thousands of jobs, not only in Hollywood but throughout the nation, drastic investment losses in the financial strength of our great companies and inevitably serious damage to the \$2,500,000,000 theatre investment, with dark theatres everywhere affecting economics of all business surrounding our theatres. This crisis comes at a time when there is an upswing in attendance after years of decline.

Warns of 'Severe Losses'

"All strikes end in settlements. Why wait until both sides have suffered severe losses, until large areas of production are disorganized, until bitterness replaces the long years of traditional industrial peace in our industry."

"At present the American motion picture industry is supreme in every part of the world. A prolonged strike will undermine the supremacy of our American motion picture industry in the world markets giving foreign pro-

ducers an opportunity to become pre-eminent.

"We urge that all parties be given more time for the efforts being made to arrive at some statesman-like solution acceptable to all. Nothing would be lost in a postponement. We ask in the name of all American exhibition and the public interest that all parties agree to a fourteen-day deferment of the strike so that further opportunity be available to settle the issues.

Cooperation Pledged

"A.C.E. represents not only the theatre owners of America but also feels its responsibility to the theatre going public from whom we all draw our support. We again urge that the strike be avoided. We are available for constructive cooperation in any form acceptable to the negotiators."

The telegram was sent by Fabian to Eric Johnston, MPA president; Charles S. Boren, AMPP executive vice-president; John L. Dales, SAG national executive secretary; Curtis Kenyon, WGA president; Richard F. Walsh, IATSE president, and these company presidents: Steve Broidy, Allied Artists; James Nicholson, American International; A. Schneider, Columbia; Joseph Vogel, MGM; Jack Warner; Warner Bros.; Arthur Krim, U.A.; Barney Balaban, Paramount; Spyros P. Skouras, 20-Fox; and Roy O. Disney, Walt Disney.

Perlberg Sees Pensions

(Continued from page 1)

companies' negotiating table is advanced by William Perlberg in an article in the current issue of the Screen Producers Guild's "Journal," entitled "The Dollar and the Strike."

Asserting that every issue in union-management negotiations eventually reduces itself to the dollar, on both sides of the negotiation table, Perlberg suggests that more SAG members would benefit from a pension fund than from TV residuals and production companies' financial structures would be exposed to less danger.

TV residuals, he says, will be shared by only a minority of any guild, "and by and large, the highest paid minority."

"The guilds profess to be worried about 'the little fellow.' But it would appear that a pension plan would be of more interest to this 'little fellow' than a speculative small percentage of a film which has a 75 per cent or more chance of losing money. Therefore, in no event, does he have a better than 25 per cent chance of getting a residual.

"The right type of pension plan, long overdue in the industry, would permit all writers, all directors, all producers, all actors to participate, and still leave the producing companies with assets intact . . . with money to make films now and in the future.

"One approach to such a pension plan might wisely include industry's contribution coming from the 'front

National

Pre-Selling

RICHARD MAREK in the March "McCall's" says "Who Was That Lady?" is wild, uninhibited, outlandish farce. Its one purpose is to make its audience laugh, and it succeeds admirably. It is the funniest sequence in the funniest picture this year, and it proves the art of farce is not dead."

In William K. Zienker's "Life" Feb. 29 article, which suggests that censorship of motion pictures is a family responsibility, a number of photos from films now in release, were used to illustrate his point.

Dramatic scenes from Otto Preminger's "Anatomy of a Murder," Joe Mankiewicz' "Suddmently, Last Summer," "It Started with a Kiss," and "North by Northwest," were used by "Life's" editor to give the story pictorial appeal.

Shirley MacLaine, the delightful and talented star of "Can-Can," was the full color cover girl on the Feb. 21 issue of "This Week."

Frank Sinatra, who is co-starred with Shirley in this new 20th-Fox, Todd-AO musical, has written an article for the same issue explaining why he thinks that MacLaine is the best comedienne in motion pictures.

"Please Don't Eat the Daisies," selected by "Redbook" as the picture of the month for March, is the movie version of the best-selling book by Jean Kerr, the mother of four lively boys and wife of Walter Kerr, drama critic of the New York Herald-Tribune.

"The 400 Blows," Zenith's brilliant French movie about a 12-year-old whose world suddenly goes to pieces because of factors over which he has no control, receives a laudatory review from Edwin Miller in the March issue of "Seventeen."

A striking color ad on "Home From the Hill," appears in the March 15 issue of "Look."

"Chance Meeting," the new Paramount release, received a laudatory review from Ruth Harbert in the March issue of "Good Housekeeping."

"The Snow Queen," U-I's full length color cartoon feature based on Hans Christian Andersen's famous fairy tale, was awarded the family medal by "Parent's" magazine for March.

WALTER HAAS

end' of a picture, and eliminate the gamble of whether or not the film will be profitable. This contribution, again in fairness, might be matched by a much smaller percentage of whatever fee the writer, actor, producer or director would receive for services."

PEOPLE

Brig. Gen. David Sarnoff, chairman of the board of Radio Corp. of America, on Thursday will receive from the Radio and Television Executives Society that organization's first Gold Medal Award for Outstanding Achievement in Broadcasting. General Sarnoff will be cited for "contributing more than any other individual to the growth and development of the radio-television-electronics industry."

Walt Disney will serve as an honorary chairman for the 16th annual observance of National Sunday School Week, Apr. 11-17, sponsored by the Laymen's National Committee, Inc., a New Work interfaith organization.

David E. Parrish has been named manager of the State Theatre, Columbia, S.C., succeeding John Greiger, who has moved to the Ritz Theatre there as assistant.

Mrs. Billie Hester, formerly with Martin Theatres, Atlanta, has joined the staff of Capital Releasing Corp., in that city.

Ray Starr, radio and TV advertising technician for Florida State Theatres, Jacksonville, has won an award from the National Freedom Foundation for a series of syndicated newspaper columns which he wrote prior to his joining FST.

Seymour Moses, who in the past has served in managerial posts for M-G-M in various European countries, has been elected president of Peerless Travel Bureau here.

Alex Pedro, who operates the Family Theatre in Dolgeville, N. Y., is reopening the St. Johnsville Theatre in St. Johnsville, N. Y., with the aid of local merchants. The house has been dark for two years.

Tom E. Johnson is the new owner of the Gray Theatre, Gray, Ga., having acquired it from its former owner, J. W. Balkom.

Barbara "Sunny" Greenwood, Universal booker in Jacksonville, was the winner of this year's Costume Contest conducted there by Women of the Motion Picture Industry. She wore a barrel, held up by leather straps.

Tom Lucy, head of Exhibitors Service Co., Atlanta, has taken over the buying and booking for the Skyline Drive-in Theatre, operated by H. J. Cleveland.

Tent 35 Luncheon

New York Varsity Club Tent 35 has scheduled a special dutch treat luncheon for members on March 16 at the Hotel Astor. Discussion of future plans of the Tent now being formulated is on the agenda.



Twentieth Century-Fox began the first of its nationwide seminars devoted to community relations and showmanship at the home office on Friday with Charles Einfeld, vice-president, in charge. He is shown here explaining the advertising campaign for "Wake Me When It's Over" to the assembled advertising-publicity managers, who also heard Rodney Bush, director of exploitation, and Teet Carle, special representative for "Wake Me."

Columbia Net

(Continued from page 1)

laboratory facilities on the West Coast.

The Schneider announcement pointed out that beginning with the current fiscal year all advertising and foreign print costs are being amortized on a table basis on pictures released since the start of the current fiscal year instead of writing the same off as a current operating expense, as heretofore. "This procedure now conforms with the general practice in the industry," he noted.

As a result, approximately \$2,500,000 net has been added to inventory and will be written off on an amortization basis, Schneider said.

In the 26-week period for both years no federal income tax provision was required based on the tax loss carry forward available to the company from prior years.

Earnings per share of common stock for the 1959 period were 85 cents as compared with \$1.29 in 1958. Earnings for both years were based on the 1,270,350 shares outstanding on Dec. 26, 1959.

Glen Alden '59 Net Income at \$3,623,583

The Glen Alden Corporation at the weekend reported consolidated net earnings of \$7,401,275 on sales and operating revenues of \$110,229,730, equal to \$1.32 per share for the year ending Dec. 31, 1959. Glen Alden is the parent company of RKO Theatres.

The earnings, after depreciation, depletion, and amortization of \$4,232,453, include \$3,635,075 from the sale of real estate properties. Net income before special items amounted to \$3,623,583.

Glen Alden Corporation and List Industries were merged on April 21, 1959. No comparable figures were published for 1958. Because of previous losses no federal income taxes apply to Glen Alden's earnings.

Industry Heads Will See 'Can-Can' Here

The showing of "Can-Can," in Todd-AO, a formal black-tie affair tomorrow night at the Rivoli Theatre here, will bring out many industry leaders. The event, which precedes the official Olympic Fund benefit by one night, will be hosted at the theatre by 20th-Fox president Spyros P. Skouras, producer Darryl F. Zanuck, vice-president Charles Einfeld, and general sales manager Alex Harrison, among others.

Top Officials Attend

Attending the industry bow for the production will be Si Fabian, Barney Balaban, Joseph Vogel, Sam Rinzler, Arthur Krim, Robert Kintner, Ed Hyman, Leonard Goldenson, William and Richard Brandt, Russell Downing, Walter Reade, A. Montague, Harry Mandel, James Velde, William Heine-man, Rube Jaekter, Ben Kalmenson, Henry "Hi" Martin, and many others.

Virginia Sunday Laws Measure Is Approved

Special to THE DAILY

RICHMOND, Va., March 6. — A Senate committee has approved a House-passed measure tightening Virginia's Sunday closing laws. The committee (Courts of Justice) tacked on amendments, however, exempting wholesale food warehouses, ship chandlers and the sale of newspapers and magazines from the prohibited Sunday activities.

As passed by the House, the bill sponsored by Delegate Roy Savage of Norfolk, amends the state's present blue law by listing the items which can't be sold on the Sabbath, such as jewelry, hardware, clothing and furniture. The committee killed a similar Senate bill sponsored by Senator George Aldhizer (Harrisonburg) and others, prohibiting the sale of certain items on Sunday.

REVIEW:

The Chasers

Gaston Hakim Prods.

The original idea of showing young men in search of roman Paris streets could have made an amusing picture enriched with lightening glimpses of Parisian life, illustrative of how and young men and women of the city entertainment and each other. Instead it is a tawdry item, seldom interesting and often in bad taste. Its claim to attention is the presence of Jacques Charrier, Brigitte Bako, husband, in a good performance, one of the two pursuers. He is a reasonable actor for whose talent the imaginative script is no match. Part of the French industry's pretensionly named "new wave," it counts for a ripple.

Charrier, a young man who goes his way with women, teams up with Charles Aznavour, one who has no attraction whatever for the opposite sex, in a Saturday night search for pick-ups. Their trail brings them into contact, either welcome or otherwise, with a variety of both proper and improper young ladies in the person of Dany Robin, Dany Carrel, Nella Blain, Veronique Nordey, Saad, Inge Shoener, Adouk, Nicole Berger and Melinda Lee to give you an idea of their number and variety.

The encounters are pointless, take place against the prosaic grounds of some of the least interesting and uninviting sections of the city. In the end, the unattractive Aznavour has found a romantic possibility while the ladies' man winds up evening alone.

This is strictly for specialized theatres. Running time, 75 minutes. Classification.

New Directors Named For Intermountain

Special to THE DAILY

SALT LAKE CITY, March 6. — Ballots have been counted and directors named for the reorganized Intermountain Motion Picture Club. They will meet tomorrow to select officers.

Directors named are Keith Branch manager of Warner Branch, Russ Dauterman, who operates theatres in Montpelier, Ia., and Weston, Wyo.; John Denman, city manager for National Theatres; Ellis Everill, operator of 1st Drive In; C. R. Wade, University Exchange branch manager; Ed Swanson, salesman for Paramount; O. Lloyd, Twentieth Century branch manager; Tom Philbin, manager for Universal; Don Tibbs, Artists branch manager; and Foster, Paramount branch manager.

Tie Vote to Be Broken

A tie vote between two of the directors also will be broken at the election meeting to make up the member board.

MOTION PICTURE DAILY

57, NO. 45

NEW YORK, U.S.A., TUESDAY, MARCH 8, 1960

TEN CENTS

st Day
**Court Scolds
S. Attorneys
TV Trial**

**ks to Speed Presentation
Case on 'Block-Booking'**

By SAUL OSTROVE

Government attorneys met with judicial criticism in New York Central Court yesterday at the opening of trial of the government suit against six film companies charged with violating anti-trust laws by "block-booking" sales of motion pictures to television. Judge Archie O. Dawson repeatedly interrupted government questioning of witnesses, demanding that U.S. attorneys first outline a reasonable "proportion" of a case, then proceed to the heart of the matter. Defendants (Continued on page 3)

**me Picker Executive
Assistant to Krim**

David V. Picker has been appointed executive assistant to Arthur Krim, president of United Artists, it was announced yesterday by Krim. Picker, who has been with UA since 1956, takes over his new assignment immediately.

During his four years with the company, Picker has served successively as sales - promotion liaison, executive assistant to (Continued on page 3)

**sembly Unit Passes
Power-Print-Fee Bill**

Special to THE DAILY

ALBANY, N.Y., March 7. — The Assembly Ways and Means Committee today favorably reported the resale bill, which would reduce the (Continued on page 6)

TONIGHT The Industry Puts On Its BLACK TIE for



The Class
Of The Industry
in TODD-AO
from 20th!

Advt.

Hearing on Changes in Minimum Pay Deferred in House to 'Indefinite Date'

By E. H. KAHN

WASHINGTON, March 7.—The House Labor Committee has deferred until an "indefinite date" its hearings on changes in the minimum wage law.

When Secretary of Labor Mitchell testifies—he is expected to be the administration's lead-off witness—it is believed that he will not request any specific increase in the minimum. He will, however, repeat the administration's request for broader coverage of the Federal wage law.

Secretary Mitchell has already re- (Continued on page 6)

Must See 'Crack' From the Start

Darryl F. Zanuck is determined that audiences everywhere will see his new suspense film for 20th-Fox, "Crack in the Mirror" from the beginning—or not at all.

Ads for the film will contain this statement prominently placed: "Be- (Continued on page 6)

U. S. Delegates Meet Press in Argentina

By MARTIN QUIGLEY, JR.

BUENOS AIRES, March 7.—The American delegation to the Argentine International Film Festival held a press conference here today at which (Continued on page 3)

Sinatra, Sidney Sign

IA Asks Double Residual Pay Of Other Guilds

Move Is Seen Unfriendly To the Position of SAC

By SAMUEL D. BERNIS

HOLLYWOOD, March 7. — The International Alliance of Theatrical Stage Employees—the IATSE—is demanding payment of twice the total amount which an employer will pay to all other guilds and unions from the same of any post-1948 films to television.

The report that Frank Sinatra's Dorchester production "Ocean's Eleven," which is being made for Warner Brothers release, and the George Sidney International-Posa International production of "Pepe" for Columbia Pictures release over weekend were the first to sign the IATSE agreement was confirmed today by George Flaherty, head of local IATSE office.

Signatures were demanded of the two independent producing companies when it was learned salaries for production personnel was being billed (Continued on page 6)

AMPP Strike Attitude Summarized by Boren

From THE DAILY Bureau

HOLLYWOOD, March 7.—Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, today stated in an "open question session" at AMPP headquarters that "the Screen Actors Guild strike is a failure—a failure on both sides." He added the assertion that it would be a long, indefinite strike, with no (Continued on page 6)

Classification Hit by MPA in 'Fact Sheet'

Classification of films by the state as to their "suitability" for children, and adolescents is attacked as giving censors "a new and arbitrary power of judgment" by the Motion Picture Association in a "fact sheet" mailed (Continued on page 2)



David V. Picker

PERSONAL MENTION

JACK BYRNE, M-G-M general sales manager, has returned to New York following a week in Hollywood

JOSEPH M. SUGAR, Magna Theatres Corp. vice-president and general sales manager, will return to New York today from a vacation.

MEYER FINE, president of Associated Theatres Circuit, Cleveland, and MRS. FINE have left there for a Miami Beach vacation. They were preceded to Florida by ABE KRAMER, of the same circuit, and MRS. KRAMER.

VIRGIL HOPKINS, booker for Paramount in Atlanta, is recovering there from an automobile accident.

JOSHUA LOGAN, producer, will leave New York today for France.

LAURENCE HARVEY, star of "Room at the Top," left here by plane yesterday for London, and will return to New York at the end of the week.

'Oscar' Nominations Aid 'Summer' Grosses

Boxoffice grosses for Sam Spiegel's "Suddenly, Last Summer," a Columbia release, have jumped even higher during the last week as a result of the recent Academy Award nominations for the film's co-stars, Elizabeth Taylor and Katharine Hepburn, the company said. Theatres in New York, Los Angeles, Philadelphia, Boston, Washington, D.C., Pittsburgh, Salt Lake City, Baltimore, Cleveland, and many others, point out the further booster for the film.

Grosses for the tenth week at the Criterion exceeded those of both the seventh and eighth weeks. Criterion figures show a gross of 27,848 after the nominations, as compared with \$23,796 during the seventh week of the run, and \$25,459 during the eighth week. At New York's Sutton Theatre tenth week grosses were over \$1,000 higher after the announcements of the nominations.

Trend Seems Nation-wide

Elsewhere around the country the same trend held true. Los Angeles' Warner Beverly Hills Theatre reported a gross of \$15,247 after, as compared with \$14,493 and \$14,883 for the two weeks before. The Stanley Theatre in Philadelphia drew \$16,608, as compared to \$11,995 the week just prior to the Academy statement.

Pa. ACLU Attacks New State Censorship Laws

The American Civil Liberties Union of Pennsylvania has attacked the state law re-establishing film censorship as "dangerous and unconstitutional."

In a statement the ACLU affiliate reiterated that it has no objection to a properly-drawn criminal statute punishing the exhibition of obscene films. "The Legislature has recently passed such measures, and they are adequate to protect the people against obscenity. . . . ACLU is confident that the courts will throw it (the new law) out, as they have thrown out . . . almost every censorship bill that has come before them in the past quarter century."

Prior-Restraint Stressed

The ACLU group, in announcing that it will support the legal tests now in the courts, pointed to the prior-restraint effect of the statute. While the law calls for a board injunction after a single showing of the film, the ACLU emphasized that film exhibitors, because of their financial investment, would seek approval of the board before risking public release of a film.

Hearings in a suit filed by 20th Century-Fox, acting for all major distributors, attacking constitutionality of the film control act will be held in Harrisburg today. A second suit, filed by exhibitors, is pending.

Alaskan Distributor Expands, Diversifies

Special to THE DAILY

ANCHORAGE, Alaska, March 7.—Pictures, Inc., pioneer Alaskan film distributor, has announced a program of expansion and diversification centered on acquisition of part-ownership of two Alaskan television stations and three Alaskan radio stations.

Pictures, Inc., has engaged in 16mm film distribution in Alaska since 1939. The firm, with offices here and in Portland, Ore., is currently Alaskan distributor for M-G-M, United Artists, Walt Disney, Columbia Pictures and Republic Pictures, serving motion picture requirements of small towns and villages throughout the 49th state.

Buying Stations

Subject to the approval of the Federal Communications Commission, Pictures, Inc., is joining with Alvin O. Bramstedt, general manager of the Midnight Sun Broadcasting Co., and other key executives of Alaska's largest broadcasting entity in the purchase of KEMI and KEMI-TV, Anchorage, Alaska; KFAR and KFAR-TV, Fairbanks, Alaska and KTKN, Ketchikan, Alaska, from Midnight Sun Broadcasting Co. for a total consideration of \$1,200,000.



Arthur Epstein (left) announcing formation of Cinemagic Corp. International yesterday to produce and distribute "Hound for Hire," a new cartoon series. At right is David Dash, Cinemagic sales representative.

Company Formed for New Cartoon Series

Announcement of the formation of Cinemagic Corporation International for the production and distribution of "Hound for Hire," a new cartoon series created by writer-producer Phil Davis, was made yesterday at an industry press conference by Arthur Epstein, president of the new corporation and executive producer of the series.

Davis, who is vice-president of Cinemagic International, is currently in Europe supervising final editing and scoring of the new cartoon series. Processing is being done in laboratories in France, Germany, England and Yugoslavia specializing in color animation.

55 In Preparation

More than 55 individual cartoons, all fully plotted, are being readied for distribution in markets all over the world. Each feature runs approximately five and a half minutes.

Epstein pointed out that the series, introducing a bevy of new cartoon personalities, opens up possibilities for product merchandising tie-ins, exploitation on a national level and theatrical distribution.

Epstein is president of Fine Arts Films which released last year's Academy Award-winning Japanese film "Samurai." He also holds the foreign distribution rights to the Pine Thomas package of 35 Paramount feature films. He has been active in the field of international film distribution for the past 10 years.

Emanuel Gets 'Nurse'

David Emanuel of Governor Films here has acquired the U.S. distribution rights to the British production, "Carry On Nurse." Emanuel has appointed Seymour Borde of Los Angeles his sub-distributor for the 11 Western states.

Classifying Hi

(Continued from page 1)

yesterday to every member of New York State Senate and Assembly. Several bills which would authorize film classification have been introduced in the New York legislature recently.

Entitled "A Wolf in Sheep's Clothing . . . Motion Picture Classification by State Censors," the sheet examines five theories proposed by the advocates of classification and presents arguments to answer them. The theories include the proposition that classification will help reduce juvenile delinquency; that because parents cannot review all films, they need somebody to assist them; that classification "ratings" will be objective, accurate and authoritative; and that so classified films "suitable for children" would be assurance to parents that they were good films for their children.

'Facts' Presented

All of these theories are attacked by "facts" pointing out: that in foreign countries where classification has been operative for years still high rates of juvenile delinquency; that already some 20 national organizations are rating films and ratings are published in a number of national publications; that classification ratings are highly variable and few conscientious educators would presume to make blanket judgments on "film fare" for all children.

U.A. 2-Day Sales Meeting Starts in K.C. Today

A two-day series of sales meetings in Kansas City will be held, starting today, by James R. Velde, United Artists vice-president in charge of domestic sales. The meeting is the last of a series of Continental conference forums to formulate regional distribution terms for UA's \$125,000,000 program.

Al Fitter, UA Western division manager, will participate in the Kansas City meetings, which will be attended by Mike Lee, Midwest district manager; Ed Stevens, St. I. branch manager; Ralph Amos, Kansas City branch manager, and sales and booking staffs of the Kansas City exchange.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center • CI 6-4600
"HOME FROM THE HILL"
Starring
ROBERT MITCHUM • ELEANOR PARKER
A SOL C. SIEGEL PRODUCTION
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and ON THE GREAT STAGE "MUSIC BOX PARADE"

Ontario Censors Banned Film in Nine Months

Special to THE DAILY

ONTARIO, March 7.—Of 360 films censored by the Ontario Board of Censors in the first nine months, only one made in Mexico—was rejected. That film might be appealed. A report, a preliminary one, was made in the Ontario Legislature. It stated that 84 of the feature films were treated or classified. Admission to films was restricted to persons 14 years of age or over. In classifying the board considers an adult to be a person of over 14 years of age. Of the films, 116, came from the United States. There were 68 from Britain, 16 from Greece, 10 from West Germany, eight from France, seven from Russia, six from Italy, four from Macedonia, two from Communist China and one each from Czechoslovakia, Eire, Israel, Poland and Yugoslavia.

Foreign Sales Heads 'Spartacus' Ideas

Special to THE DAILY

PARIS, March 7. — The first of a series of overseas meetings to lay the groundwork for the launching of the production, "Spartacus" were held here at the weekend by Universal-International. With vice-president and foreign general manager Americo Aboaf guiding the sales policies were outlined and plans for publicity and premiere developed. Managers from key European countries and Great Britain were in attendance with their publishers, who also conferred with Baronat, director of foreign sales.

Yorktown Theatre Here to Arjay Enter.

Yorktown Theatre here has been purchased by Arjay Enterprises, Inc., headed by Henry Rosen and Daniel Talbot. The theatre, which is located at 88th Street and Broadway, will be renamed the New York Theatre, and on March 17 will begin a new programming policy. The open program will consist of "Henry V," "The Red Balloon," to be followed by "Shoeshine," "Carnival in Paris," "Day of Wrath," and "The Red Balloon," among others.

S. Delegates Meet

(Continued from page 1)

John J. Corkery, MPEA vice-president and delegation leader, presided. Questions on her career were answered by actress Linda Cristal, a native of Argentina; Joseph L. Mancic discussed the role of the film actor; and the influence of film on television in the U.S. was the subject of a talk by Martin Quigley, Jr., editor of *Motion Picture Herald* and editorial director of Quigley Publications. His evening reception was held at the film and television writers with Kiewicz, Quigley and others being interviewed on TV.

Memphis Censors Ask City Ordinance To Bar Children from 'Adult' Films

Special to THE DAILY

MEMPHIS, March 7.—The Memphis board of censors has asked the City of Memphis to pass a city ordinance giving it the legal authority to bar children from movies that the board thinks are suitable for adults only. Mrs. Judson McKellar, in a letter to Mayor Henry Loeb, asked that a law be passed to put teeth into a finding by the censors that certain films could be shown for "adults only."

Mayor Loeb indicated he favored such a law and will consult the city legal department and the city commission to see if it can be done. At present censors recommend films for "adults only" but there is no law giving the board such authority.

Mrs. McKellar said she thought theatres would like it "since it would give them legal grounds for keeping children out."

The Memphis censors have also asked Mayor Loeb to increase the board from five to seven members so the members would not have to see

so many films. The mayor said he would do this since board members served without salary.

Meanwhile the censors have started "recommending" to the public that it stay away from certain films which the board does not think are proper ones for adults or children to see. The first two films recommended for public boycott by the board are "Jack the Ripper" and "The Stranglers of Bombay."

The censors recently were told by the city attorney, Frank Gianotti, and the film companies' attorney, William Goodman, that they have little—or no legal rights—in banning films under recent Supreme Court decisions.

Name Picker

(Continued from page 1)

Max E. Youngstein and as executive vice-president of United Artists Records. He will continue his duties with the record company, which is headed by Youngstein.

Picker is the son of Eugene Picker, president of Loew's Theatres, and the grandson of the late David V. Picker, pioneer exhibitor and vice-president of Loew's, Inc.

Canadian Church Group Hits Sunday Telemeter

Special to THE DAILY

TORONTO, March 7.—The Lord's Day Alliance here may bring action against the operators of Telemeter. The Alliance spokesman, Rev. A. S. McGrath, said today he considers Telemeter—when operating on a Sunday—breaks the Lord's Day Act and is actionable. Said Mr. McGrath:

"We are considering all the implications of pay-TV to see if action will be taken."

Mr. McGrath said he believes ordinary television and radio also break the act. He said he is in favor of "certain modifications" of the act because of the common acceptance of television and radio on a Sunday.

The minister added that theatre owners might object to Telemeter because they cannot show movies on Sunday while Telemeter can.

A spokesman for Telemeter said they regard it in the same light as standard television.

Only one province in Canada—Quebec—allows Sunday exhibition.

Al Young Is Dead

MONTREAL, March 7.—Al Young, president of Associated Screen Industries, died last week at his home in Miami Beach. Funeral services were held there.

N. Y. Papers Appraise Telemeter in Canada

The Telemeter operation in Etobicoke, Ont., came in for favorable attention in the New York Times and the *Wall Street Journal* yesterday, with writers for both papers having nice things to say about Paramount's pay-TV system, while at the same time raising some questions about the future.

Jack Could, television editor of the *Times*, called it "a treat," and "an uncannily different experience in home viewing," to get TV entertainment without commercials.

"Less immediately apparent, however," he wrote, "was how often a set owner might be willing to pay \$1 for a night's diversion that he now receives free of charge in shows financed by sponsors."

Could noted, too, that the new wide screen films are not best adapted to TV, saying "Sometimes a central character busily talking was out of the picture entirely," because of the limitations of the small, home screen.

Kenneth F. White, writing in the *Wall Street Journal*, quoted some enthusiastic Telemeter subscriber interviewed in Etobicoke, but reminded, "the Telemeter people face a number of hurdles." One, he said, is the economic one, making it pay; another, programming which can compete successfully with free TV and hold the subscribers.

"The fact that Telemeter was launched in the winter," he said, "may be a reason for part of its popularity. Will folks be as eager to stay home in the summer to watch it as they are these cold days?"

Tom Wade Dies

EL PASO, Tex., March 7. — Tom Wade, manager of U.A. Kane's Bronco Drive-in Theatre here, is dead. He formerly was manager of the Bell Drive-in, Durango, Colo.

Court Scolds

(Continued from page 1)

named in the suit are Loew's, Inc., (MGM), C & C Super Corp., Screen Gems, Associated Artists, United Artists and National Telefilm Associates.

The government, led by its chief counsel, Leonard Posner, planned to call about 30 witnesses yesterday. Most of them had been brought here to certify signatures appearing on documents the government entered as exhibits in its case.

However, after the fifth witness was called Judge Dawson ordered the government to "stop wasting time with insignificant bits of information," and proceed instead with examination of substantive witnesses. Louis Nizer, chief counsel for the defense, had said earlier he would not dispute the authenticity of signatures on government documentary evidence.

The government moved closest to the foundation of its case when it called to the stand John S. Hayes, president of the Washington Post Broadcast Co., which controls WTOP-TV, Washington, D.C., and WJXT-TV, Jacksonville, Fla.

Hayes testified that in 1956 he had been offered the entire package of 740 films from the RKO library by the C & C Super Corp. But, Hayes continued, when he showed interest in only about 200 of the films, C & C offered to sell him no less than half the package, or a minimum of about 350 films.

Offered M-G-M Films

At other times, the witness stated, he also was offered a package of Metro-Goldwyn-Mayer films by C & C, and, in 1956 he was approached by Screen Gems which wanted to sell him several packages of 26 films each.

C & C's original 740-film offer was for exclusive territorial rights to the pictures, the prints to be delivered at a later date.

The conclusion of testimony from the fifth government witness—just preceding Hayes' testimony—drew a rebuke from Judge Dawson. He said he was "shocked" by the government's violation of the pre-trial order which stated that the first witnesses must testify in regard to all defendants or at least a number of them, and not specific or solitary defendants.

Witnesses questioned during the morning session all had some hand in the purchase, programming or cataloguing of motion pictures for exhibition in stations around the country.

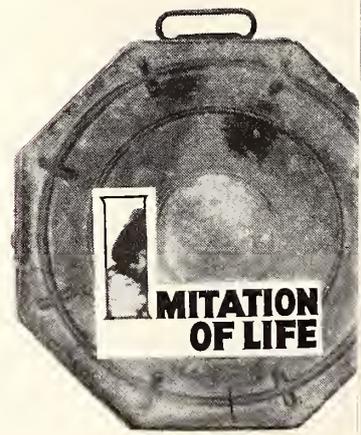
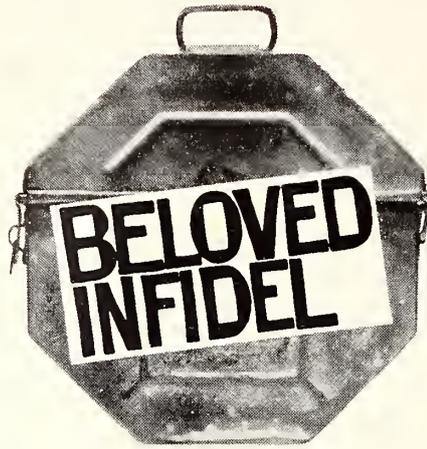
The trial will resume in U.S. District Court here this morning.

Eversharp's Ettinger On Technicolor Board

From THE DAILY Bureau

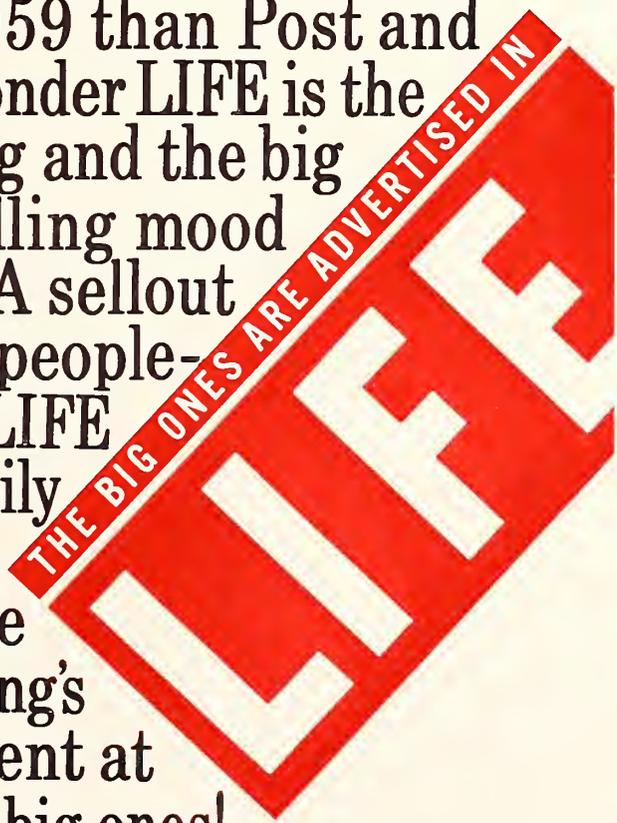
HOLLYWOOD, March 7. — The election of Edward E. Ettinger to the board of directors of Technicolor, Inc., was announced today by John R. Clark, Jr., president and general manager of the company.

Ettinger is a vice-president and director of Eversharp, Inc. He succeeds Murray D. Welch, who retired from the Technicolor board last week.





The big ones are advertised in LIFE • Movie makers invested 21% more advertising dollars in LIFE in 1959 than the next leading magazine and LIFE's editors devoted 37 more pages to the motion picture industry in 1959 than Post and Look combined • No wonder LIFE is the big one in movie selling and the big one for setting the selling mood for motion pictures • A sellout each week (32 million people-18,950,000 households) LIFE spins the plot for a family decision whether it's a new automobile or a solid evening's entertainment at one of the big ones!



'U', Columbia, S.G. TV Suit is Postponed

Trial in the Department of Justice suit against Universal Pictures, Columbia Pictures and Screen Gems, originally set to start in New York Federal Court yesterday, has been postponed to next week. Judge William B. Herlands will hear the case which charges restraint of competition in the sale of film to TV through the deal whereby Screen Gems acquired distribution of over 600 pre-1948 Universal pictures for 14 years.

AMPP Attitude

(Continued from page 1)

meetings scheduled and no invitation to meet with the Federal Mediation Service, as indicated by SAC's willingness in an earlier report to use that agency.

Boren also made the following comments in answer to questions by press:

"The future of the motion picture industry revolves around the staff, facilities and means provided by major companies. It would be terrible if the method of production and distribution were to change.

"We are leaving the door wide open for European countries to become the main source of our product, curtailing our opportunity to portray Democracy and the American way of life throughout the world.

"Paying twice for a piece of work is contrary to all economic principles.

"We are against residual payments of all kinds—we are willing to negotiate on everything except post-1948 and post-1960 pictures which may be sold to television.

"If pay-TV is successful, it will merely mean an extension of the box office. Many theatres will be eliminated as a result of pay-TV, and free TV has already shown its effect.

"Sale of pre-1948 films to TV was instrumental in breathing health into the industry and provided funds for more production. It takes all our revenue to produce pictures, and the profitable ones have to make up for the ones that lose. Therefore, no deal!

"We are willing to have our actuaries work out a health, welfare and pension fund which would be equivalent to those now being enjoyed by other guilds and unions."

"Every issue can be resolved by hard bargaining, except 'second payments' for post-1948 pictures," Boren concluded.

Levine Plans Wide-Scale U.K. 'Hercules' Drive

From THE DAILY Bureau

LONDON, March 7.—Embassy Pictures' "Hercules Unchained" will be launched in the United Kingdom with a saturation booking and lavish promotion similar to that used by Joseph Levine for his pictures in the U.S., the producer announced here today. He has been here for discussions with

IA's Demands N.T. Sees Enough Film To Last Thru September

(Continued from page 1)

both companies by Warners and Columbia respectively.

Terms of the IATSE agreements were reported identical on the "double percentages demand as well as stipulations that the films could not be released to television earlier than five years from the date of their first theatrical release, and that contracts can be reopened in the event the films are sold or released to pay-TV. If no agreement is reached on amount to be paid for pay-TV, then the employer will be obliged to similarly pay twice the total amount paid to all other guilds and unions.

Has 'Favored Nation' Clause

The IATSE contract also contains a "favored nations" clause similar to those being made with the Screen Actors Guild: in event more favorable terms are granted to employers in a general settlement of television issues, this would supersede the present agreements.

Universal-International, first of the majors to sign with the writers and actors guilds, were advised by IATSE that it wished to reopen its contract negotiations as soon as possible; but U-I can observe its agreement, made with all other majors, which gives it protection against any strike action for 180 days without breaching its contract.

The move by the IATSE was regarded as an unfriendly action toward SAC's position, viewing it as a stumbling block toward further negotiations.

SAG Calls Meeting

With its membership out on strike as of 12:01 A.M. today the SAG has called a membership mass meeting for next Sunday night at the Hollywood Palladium.

Purpose of the meeting, the Guild said, will be to bring its membership "up to date on the many developments since the Guild voted overwhelmingly to authorize the board to call a strike should it become necessary to obtain an equitable collective bargaining contract."

The SAG board revealed yesterday that it had rejected on Sunday afternoon by unanimous vote a last-minute request from the major studios for a moratorium from the strike deadline. The majors had proposed that the actors complete films now in progress. The Guild said it replied that "a strike is a strike and the major company presidents are responsible for it; therefore no moratorium can be given."

Asked Federal Mediation

The SAG board also voted yesterday to ask the Federal Mediation Service to help settle the dispute and said that no plans had been made to picket the studios.

executives of the Associated British Circuit.

Levine will return to New York tomorrow and then come back to London within three weeks to set up the final distribution scheme for the film.

From THE DAILY Bureau

LOS ANGELES, March 7. — A spokesman for National Theatres & Television, Inc., commenting on the strike called by the Screen Actors Guild, today said:

"We intend to take every measure to continue to operate our theatres on the same high standards we have always maintained and which the public has long expected of our circuit.

"The distributors have issued assurances that exhibitors will have enough product on hand to last through September. We will be able to make necessary adjustments in our booking policy to keep our theatres operating.

"We sincerely hope the dispute between producers and actors will be resolved before it jeopardizes the jobs of thousands in all branches of the film industry as well as related fields."

AFL-CIO Group Backs Actors in Strike

From THE DAILY Bureau

HOLLYWOOD, March 7. — The California Labor Federation, AFL-CIO, at the weekend telegraphed its support of the Screen Actors Guild in its strike against the major studios which began today.

The Federation said it had "unanimously voted complete moral and financial support" to the Guild in its dispute with the producers. It assured SAG that "organized workers up and down this state are all deeply appreciative of the tremendous contribution your organization has made through the American labor movement for the betterment of the conditions of life and labor of all workers."

Assembly Unit

(Continued from page 1)

fees collected by the State Education Department's motion picture division for licensing films. The legislation would make the price \$6.50 for each print. The charge for original films—"those physically reviewed"—would be increased from \$3 to \$4 per thousand feet.

The new law would take effect April 1, 1960.

Special 'Dog' Showing

Twentieth Century-Fox on Saturday will hold a special showing of "A Dog of Flanders" at the DeMille Theatre here for the children now appearing in Broadway plays and for the children of stars. Theodore Bikel, who is featured in the production, will be host at the party.

Mrs. Paul Jones Dies

ATLANTA, Ga., March 7. — Mrs. Paul Jones, 39, wife of *The Atlanta Constitution* Theatre and television editor, died last week at her home here after a year of illness.

Minimum Pa

(Continued from page 1)

ported to Congress that he favors a "modest increase" in the minimum wage. He did not mention any figure. It is confidently expected, however, that labor committee members seek clarification as to the meaning of "modest." The secretary is expected to avoid making a recommendation, but to comment, under the understanding, that he would consider "a hike of 10 to 15 cents an hour."

Pa. Allied

(Continued from page 1)

their appointments only through papers and the National Allied Unit. Neither had heard directly from Abram Myers. The appointments announced by Al Myrick, the president of Allied.

Finkel, appointed to the American Congress of Exhibitors' industry search committee, queried:

"I have never heard of this appointment directly from Myers. And could Myrick appoint me since the Western Pennsylvania unit is not affiliated with National Allied?"

Finkel, chairman of the board of Western Pennsylvania Allied, Hendel, president, both insisted their appointments "do not change position as far as National Allied concerned."

Hendel said that there is no chance of Western Pennsylvania returning to the fold, unless the entire National setup becomes streamlined.

He asserted: "We are living in a new age today, and National is still doing business on four cylinder ears. They are still clinging to the old format, and it does not fit in at all with the pattern of the demands."

No Stipulation Yet In SEC-Skiatron Case

From THE DAILY Bureau

WASHINGTON, March 7. — A stipulation concerning the business affairs of Skiatron Electronics and Television, Inc., has not yet been reached. One is expected to be proposed though it may take some time. Its precise wording can be expected upon by all the parties concerned. Oral testimony before Securities Exchange Commission hearing examiner Robert N. Hislop will be for another day or two.

Must See 'Crack'

(Continued from page 1)

cause of the unique concept of the story and the dual character, it is essential that the film be seen from the very beginning. Therefore no one will be seated for performance after the film menses."

Zanuck is insisting that a clause be inserted in all contracts for the binding exhibitors to follow the practice of admitting no patrons or credits have begun. The producer explains: "This is not a matter of arrogance or capriciousness on my part, but a requirement of the story."



MOTION PICTURE DAILY



57, NO. 46

NEW YORK, U.S.A., WEDNESDAY, MARCH 9, 1960

TEN CENTS

Name Set

Subsidiary of United Artists Buys Ziv Stock

Television Personnel Be Part of New Firm

United Artists Television Investment Inc., a subsidiary of United Artists Corp., has bought all of the stock of Ziv Television Programs, Inc., and will change its name to Ziv-United Television Company, Inc. Announcement of the deal was made yesterday by Robert S. Ben-Eden and Arthur B. Krim, chairman of the board and president, respectively, of UA Corp., and Frederic W. Ziv, president of Ziv. Other officers were F. Eberstadt & Co., (Continued on page 2)

Constitutionality Test Pa. Law On Today

Special to THE DAILY NEWS
HARRISBURG, Pa., March 8. — Pennsylvania's new motion picture control act will face a test of its constitutionality at a hearing on two challenges to the act, to begin at 10 A.M. tomorrow, before Commonwealth Court here. Yesterday, a preliminary legal test of the act was held in preparation for tomorrow's six-judge court session held before Judge Walter R. Eberstadt. The preliminary action was held (Continued on page 3)

UA, Casino Back Over Print Fee Bill

Special to THE DAILY NEWS
HARRISBURG, Pa., March 8.—A plea for repeal of the Marchi-Savarese bill, which would raise the license fees collected by the State Education Department's motion picture division, was filed by the Independent Film Distributors Association and another, for an amendment to the bill to lower the rate on original prints, (Continued on page 3)

TELEVISION TODAY—P. 10

Court Again Asks Speed-Up of U. S. TV Film Block-Booking Trial

By SAUL OSTROVE

Judge Archie O. Dawson said in New York Federal Court yesterday that despite exhaustive and repetitious testimony by the government's first major witness in its television "block-booking" anti-trust suit against six film and television companies, he was unimpressed by the government's presentation of its case.

Exchange of Promotion Ideas Urged by Selig

Special to THE DAILY NEWS

KANSAS CITY, Mo., March 8.—The basic elements for "success-do-it-yourself style" were spelled out by Robert Selig, president of Fox Intermountain Theatres, Denver, in the keynote address that opened the third annual show-a-rama today at the Hotel Continental here.

Pointing out that there were persons who would devour the motion picture (Continued on page 8)

Triangle, Liggett Merge Booking Services Here

Jules E. Liggett, Irving Dollinger and Wilbur Snaper yesterday announced the merger of the Liggett Booking Service and the Triangle Theatre Service into one enterprise to be known as the Triangle Liggett Theatre (Continued on page 8)

Harold Fellows Is Dead; Broadcaster Assn. Head

From THE DAILY BUREAU

WASHINGTON, March 8.—Harold Fellows, president and chairman of the board of the National Association of Broadcasters, died here this afternoon. (Continued on page 2)

Granahan Report Will Urge Industry To Do a Better Job of Self-Policing

By E. H. KAHN

WASHINGTON, March 8.—Chairman Kathryn E. Granahan (D., Pa.) of the House Postal Operations Subcommittee told MOTION PICTURE DAILY today that the group's forthcoming report on its hearings at which motion picture industry representatives testified will advocate that the industry do a better job of self-policing.

She said that the thought of censorship was far from her mind at all times, and that it is repugnant to her. However, the industry owes it to itself and to the public to exercise tighter self-control. Rep. Granahan cited "Suddenly, Last Summer" as a

film about which she has had an impressive number of complaints.

The subcommittee's report is expected to be completed within the next few days, after which it will be printed and made available to the public.

Stating that she is "not a prude," (Continued on page 10)

Seen as Peace Move

Guilds Meeting UA Producers In Strike Talks

Seek Formula for the Sale Of Post-'48 Films to TV

By SAMUEL D. BERNIS

HOLLYWOOD, March 8. — Talks were in progress at press time tonight between officials of the Screen Actors Guild, the International Alliance of Theatrical Stage Employees, basic craft unions and representatives of major independent producers releasing through United Artists. The conference seeks to reach an overall formula that would satisfy the demands of all interested unions and guilds in connection with the sale to television of theatrical features made after Aug. 1, 1948, the principal factor which caused the cur- (Continued on page 8)

Swiss Bank U. S. Agent Tells of Skiatron Deals

From THE DAILY BUREAU

WASHINGTON, March 8.—John F. Rush, treasurer, Swiss-American Corp., the U.S. agent for the Swiss Credit Bank, Zurich, today explained to a Securities and Exchange Commission hearing that is looking into the affairs of Skiatron Electronics and Television, Inc., how Swiss bank accounts may be used to mask the identity of persons dealing in U. S. securities.

Before adjourning until March 17, hearing examiner Robert N. Hislop was told by attorneys for all the parties involved that they would endeavor (Continued on page 10)

N. Y. City Council Backs \$1.25 Minimum Wage

New York's City Council yesterday voted unanimously to call on the state Legislature and Congress for enactment of a minimum wage law of \$1.25 an hour for a 40-hour week. The council urged the minimum for all businesses, industries and "non-profit organizations such as hospitals."

PERSONAL MENTION

JEROME PICKMAN, Paramount vice-president, will return to New York today from Hollywood.

JOSEPH E. LEVINE, president of Embassy Pictures, will return to New York today from Rome.

EDWARD KINGSLEY, president of Kingsley International Pictures, has returned to New York from Florida.

JAMES H. NICHOLSON and **SAMUEL Z. ARKOFF**, heads of American International Pictures, will leave Hollywood on Friday for Rome.

JAMES E. FREW, Continental Distributing Corp., southern division manager, Atlanta, has entered a local hospital for surgery.

JOSEPH GOULD, Paramount advertising manager, will return here today from the Coast.

JUDITH SUSAN JOSEPH, daughter of **IRWIN S. JOSEPH**, president of Embassy Films and Modern Film Distributors, Chicago, was married at Forest Park, Ill., to **THOMAS GARLAND THOMPSON**.

Harold Fellows Dies

(Continued from page 1)

noon. He had returned to his office after lunch complaining from NAB headquarters to the George of shortness of breath and was taken to Washington University Hospital.

Fellows, born in Amesbury, Mass. in 1899, entered the broadcasting industry as radio director of a Boston advertising agency in 1928, becoming commercial manager of WFEL in that city in 1932 and general manager in 1936. He was named president of the NAB in 1951 and chairman of the board in 1954.

gems of showmanship!...

SPECIAL TRAILERS

by national screen service

UA Buys Ziv Personnel Changes for Interstate in Florida

(Continued from page 1)

Lazard Freres & Co., Frederic W. Ziv and John L. Sinn.

The purchase price paid is: (a) \$1,750,000 in 3-year 5.6% installment notes of the purchasing subsidiary of United Artists, maturing 1963-1965, guaranteed by the parent company, and (b) \$3,000,000 of 6% debentures of the purchasing subsidiary (not guaranteed by the parent company) maturing 1966-1970 and with conversion privileges after four years into U.A. stock at 10% above the average market price during the six months prior to the end of the four year period . . . this exercisable only if the debentures are not called within four years.

\$2,000,000 in Ziv Notes

In addition, the purchasing subsidiary of United Artists acquired \$2,000,000 of subordinated notes of Ziv Television for \$2,000,000 of 3-year 5.6% installment notes of the purchasing subsidiary of United Artists maturing 1961-1963 guaranteed by the parent company. The first \$1,000,000 of these installment notes are convertible at the option of the holders into the common stock of U.A. at any time prior to Dec. 31, 1961, at \$30 per share. In the event such option is exercised, the management stockholders of U.A. have agreed, on request of the company, to assume the fulfillment of this conversion option.

In addition to the foregoing, the purchasing company has assumed bank debt of approximately \$14,000,000.

United Artists acquired its Ziv holdings through the issue of obligations of a subsidiary. No United Artists stock was issued nor is any equity financing by United Artists involved.

Ziv and Sinn will remain as directors and chairman of the board and president, respectively, of Ziv, and the present officers and management will continue, as heretofore, to conduct its operations.

Bruce Eells Excepted

All of the personnel other than Bruce Eells, executive vice-president of United Artists Television, Inc., another subsidiary of UA Corp., which has been engaged in the financing and distribution of films for television, will be taken over by Ziv-United Artists and become part of the expanded production and sales organization. Eells is presently in discussion with Ziv and Sinn and an announcement will be made shortly of the way in which his activities will be coordinated with the new combined organization.

Herbert L. Golden, who has been serving as president of UA-TV, has resigned from that post and will now devote full time to his duties as vice-

Foreign Pre

(Continued from page 1)

awards and special honors conference were the following outstanding before 1,200 leading luminaries, production leaders and press corps of film colony.

M-G-M's "Ben-Hur" received ovation as the best Hollywood produced drama.

"Room at the Top" won the Sa Goldwyn Award for best motion picture produced outside the U.S. Goldwyn made the presentation to Simone Signoret, star of film, who accepted for John and J. Woolf, co-producers of the film British-Lion Independent Production.

The Cecil B. DeMille Award, annually by the late veteran producer for "outstanding and colossal contributions over the year the entertainment world" was won by Bing Crosby, who received the award from DeMille's daughter, Cecilia Mille Harper.

'Some Like It Hot' Wins

"Some Like It Hot," Mirisch company-United Artists release, won "best comedy award."

Samuel Goldwyn's "Porgy and Bess" Columbia release, received the award as the best musical.

William Wyler was named best director for his work on "Ben-Hur" Tuesday Weld and Barry Coe (Fox), Angie Dickinson and Troy Donahue (Warners), George Hamilton (M-G-M), Janet Munro (Disney), James Shigeta and Stella Stevens (Paramount) were named International Stars of Tomorrow.

Best foreign films of 1959 were Germany's "Aren't We Wonderful"; Japan's "Odessa Odessa"; France-Brazil's "Black Phosphorus"; and Sweden's "Wild Strawberries."

Special television awards were given to David Susskind, Chuck Connors, Dinah Shore, Ed Sullivan and Vincent Price Brothers for "77 Sunset Strip," Ed Murrow and Pat Boone.

'Flanders' Grosses

Twentieth Century-Fox's "Flanders" continues to do top business in its initial big-city markets. At the Saenger Theatre in New Orleans it rolled up \$8,957 in 10 days, passing earlier box office records for Fox such as "Blue Dancer" which hit \$5,730 and "Island of Dr. Moreau" with \$2,545 for the same period. At the Garrick Theatre in Chicago, "Flanders" hit \$4,832 for 10 days against "Gift of Love" is \$3,800.

Capitol Books 'Hell'

Paramount's "Heller in Pink Shirts" will have its New York debut Wednesday, March 16, at Loew's Grand Theatre.

Special to THE DAILY

MIAMI BEACH, Fla., March 8.—Several changes in managerial personnel for Interstate Theatres were announced here by George Hoover, president of the circuit.

Norvin Carner has been moved from the Marathon Theatre in Marathon to the Leaf Theatre in Quincy, Fla., as city manager. He replaces Leonard Vaughn, who resigned. Hubert Doty is the new manager of the Marathon.

The district office in Thomasville has been moved to Miami. Nat Williams, Jr., former district manager of this district, has resigned to enter his own business. Carl Salmons is city manager of Thomasville, making his office at the Rose Theatre. E. B. Whitham moves from the Rose to manage the Hiwa Drive-In in Thomasville.

Pat Robertson is the new secretary to Rex Norris, booker and buyer, and J. F. (Joe) Sweeney comes in as internal auditor and controller.

'Can-Can' Shown

(Continued from page 1)

dent, will officially welcome the guest of honor, Miss Carol Heiss, American Winter Olympics gold medal winner, who will attend the premiere with Mayor Robert F. Wagner. Among other city and state dignitaries who will attend will be Richard C. Patterson, commissioner of commerce.

From the society world, will be Mrs. William Randolph Hearst, Lawrence Rockefeller, Pauline Tregiere, international designer; Charles and Michael Grace of the shipping family, and many others.

Among celebrities from the entertainment world will be Anthony Franciosa and his wife, Shelley Winters, Academy Award nominee; Laurence Harvey, and Broadway stage stars.

"Can-Can" will debut in similar galas all over the country this month.

WOMPI Screenings Set

ATLANTA, March 8. — The local chapter of Women of the Motion Picture Industry has announced that, starting at once, the organization will conduct for opinion-makers of this area, monthly screenings of outstanding new films. Screenings will be held in the Studio Theatre.

president of United Artists Corp.

The Ziv company, a leader in its field, has been engaged since 1948 in the production of films for television network and world-wide syndication sales.

United Artists Associated, which is engaged in the distribution of the pre-1948 Warner Bros. library and other theatrical features and cartoons to television under Eliot Hyman, president, is in no way affected by the transaction.

Large Detroit Doesn't Support 'Family' Films

Special to THE DAILY
 ROIT, March 8.—For all their fighting for "family type" entertainment from the film industry, the people of Detroit were shown that this city fails to adequately support the "family-type" films released in this

area. In the last several hundred years, representatives of nearly every woman's organization in metropolitan Detroit, heard testimony from two leaders of the motion picture industry who presented the topic of "motion pictures" meeting here as part of the *Detroit Press* series on Conversation Arts.

Industry presidents and organizational leaders actively joined in the discussion held at the Variety Tent No. 10 rooms in the Hotel Tuller by James W. Alden Smith, president of the National Theatre circuit here, and London, head of the Allied Theatres of Michigan.

The audience listened intently as London and Smith not only cited the low box office of films which were released in the Detroit area during 1959 as classified for "family entertainment" but also produced financial gross figures showing the lack of attendance at these same motion pictures in Detroit theatres. The figures shown compared with those of the "non-family" type of film grosses in the Detroit theatre, which alone has the lack of support given "family films" by Detroiters.

Foreign Investment Debate Opens on Tax Act

From THE DAILY Bureau
 WASHINGTON, March 8. — The House today debated the foreign investment incentive act, introduced by Representative Boggs (D., La.). Debate took place on the floor, with both supporters and opponents of the measure vying to be in close balance. The bill would permit certain U.S. corporations doing business abroad to defer payment of tax on foreign profits until the funds are returned to this coun-

try. The bill provoked sharp opposition, with some Congressmen saying that it was opposed because it did little to encourage U.S. investment overseas while others opposed it because, they said, it did too much to spur foreign investment.

Supporters of the measure noted that in the light of these objections, the bill seemed as though the "legislation" was a very happy medium.

The final vote on the bill has been postponed indefinitely.

'Sink The Bismarck' Tops

Centuries of the Congo Jungle," Century-Fox release grossed \$1,000,000 in two days at the Paramount Theatre in Buffalo this past weekend. "Sink The Bismarck" which had a gross of \$3,643 for the comparable two

Constitutionality Test in Pa.

(Continued from page 1)

on a move by 20th Century-Fox Film Corp., seeking to block expenditure of state funds for enforcement of the control measure. The firm sought an injunction to prevent the three-member board from spending any of its \$75,000 appropriation until legality of the agency is decided and to prevent the state's new censorship board from operating pending the court test. The request was taken under advisement.

Joint arguments will begin today on two suits challenging the act's constitutionality, both based on similar constitutional questions.

One suit was filed by 20th Century-Fox and the other by William Goldman Theatres, Inc., and the Pennsylvania Association of Amusement Industries, both Philadelphia organizations.

Testimony on the practical problems of the industry which will be used as evidence in clarifying the plaintiffs' complaint were heard by Judge Sohn.

Court dismissal of the suits has been requested by Attorney General Anne X. Alpern, who contends the board is a constituted agency and has defended the act as a legitimate exercise of legislative police power.

Under the law enacted Sept. 17, 1959, showing of films "unsuitable" to children under 17 years is prohibited. Films would be ruled unsuitable if they are obscene or if they

have the effect of inciting to crime.

The law has defined the term "obscene" to meet objections raised by the State Supreme Court in ruling a 1915 state motion picture censorship law unconstitutional. The law holds that a film would be obscene if "to the average person applying contemporary community standards, its dominant theme as a whole appeals to prurient (lewd) interest," and also that a film portraying criminal acts as conduct worthy of emulation" could be ruled objectionable to the board.

Violators would be subject to a fine of \$50 to \$1,000. A prison term not exceeding six months, or both.

Philadelphia exhibitors say the statute is "vague and indefinite," and contend the act is unconstitutional on the ground it deprives them of their freedom of expression and communication: that it deprives them of their liberty and property without due process of law, and that it denies them equal protection of laws.

The 20th Century-Fox suit asks that the controlling and fiscal officers be restrained from expending any funds from the state treasury pursuant to the appropriation of \$75,000 made by the act. It says enforcement of the act and expenditure of the funds will cause "irreparable loss, damage and injury of the plaintiff and other taxpayers."

700 Exhibitors Order 'Oscar' Promotion Kits

Over 700 exhibitors have ordered Academy Award promotion and publicity kits from industry salesmen and joined the campaign to have Oscar help the industry in the first 10 days of the drive, according to James R. Velde, chairman of the Motion Picture Association sales managers committee.

Salesmen from the major companies are all working to enlist the support of exhibitors in the all-industry public relations program, spotlighting the awarding of the statuettes on television and radio on April 4.

The increase in theatre participation has caused National Screen branches which service the kits, to increase their orders. Los Angeles, which sold less than 50 kits last year, has already ordered 175. As previously reported, Dallas upped to order from 165 to 300, Cleveland from 90 to 150, Denver from 50 to 100, and San Francisco from 175 to 200.

Orders have been received from company branches in 25 cities. This means that only seven exchange cities have not yet reported sales to New York. The cities not reporting are Boston, Buffalo, Detroit, New Haven, Omaha, Seattle and Washington, D.C.

In some cities orders have been received from as many as four individual branches. Metro and Fox branches in Los Angeles lead in theatre enlistment with 122 signed up.

IFDA, Casino

(Continued from page 1)

was made by Casino Film Exchange, Inc., before the Assembly ways and means committee had favorably reported the Savarese act.

IFDA, through executive director Michael F. Mayer, endorsed the proposal as one which would help the motion picture industry, would still provide the motion picture division with more than sufficient funds to operate, and would abolish an "antiquated" schedule of fees. The film industry has continued to suffer from adverse conditions, the letter pointed out. It was sent not only to the sponsors of the bill, apparently, but also to other legislators.

Casino Film Exchange, of New York, wrote Assemblyman Anthony P. Savarese, Jr., Queens Republican, a letter "clarifying" its position.

Casino, like many others handling foreign language films particularly, releases from 35 to 50 annually, it said. Because a minimum number of theatres show such films, Casino, "like the others mentioned," operates with only one print of each picture.

Since the bill increases the price on the first, or original, print from \$3 to \$4 per thousand feet, it would raise Casino's "censorship costs" approximately \$400.

On the other hand, Casino would not benefit by the slashing of the fee for additional prints from the present \$2 per thousand feet to one of \$6.50 for each additional copy, it said.

"Wholeheartedly" supporting the

PEOPLE

James J. Long has submitted his resignation, effective March 31, as district manager in Kansas City for Fox Midwest Theatres. Long recently acquired the Fox company's interest in the Plaza Theatre, Ottawa; the Iola in Iola, and the Fox in Fort Scott, Kans. To this circuit, he now will give all of his time.

Steve Brooks, formerly associated with the Ashley Steiner Agency in Hollywood, has joined Alcione International, Yul Brynner's corporation, as secretary.

Gordon Peck, who formerly operated the Pinecrest Drive-in Theatre, New Smyrna Beach, Fla., has been named manager of the Rialto Theatre in Orlando.

Eddie Cantor has been re-appointed national chairman of Builders of Israel for 1960, an organization formed to advance housing construction in Israel. Additionally, it has been announced that there has been established in Israel the "Eddie Cantor Municipal Playground" in honor of the comedian.

'Fugitive' to Astor

The Juror - Shepherd - Pennbaker production of "The Fugitive Kind," based on the Tennessee Williams novel, will be the next attraction at the new Astor Theatre here. The United Artists release will be shown at the same time at an East Side theatre soon to be selected.

proposal to lower the fee for additional prints, Casino could not understand why it called for an increased rate on the first. "Especially since the additional income to the New York state censor board is minute." Assuming "some 500 films are censored during the year, the additional revenue from this increase would be less than \$5,000," the letter stated. "It is our opinion, therefore, that in order to help all motion picture distributing companies, there should be a decrease in the fee for the first print."

Won't Impede Legislation

"However, under no condition would we put any obstacle in the way of passage of this legislation. We suggest that, if there is any difficulty in the realization of our proposal, the fee for the first print remain as it is at present."

Not being "familiar with the mechanics of making changes in a bill already introduced," Casino suggested the sponsor find the best way to incorporate its suggestion in the legislation, thus making the same "benefit to all distributors."

"If there is no way possible of accomplishing this," concluded the communication, "we would support your bill as it stands, since it does benefit the majority of the film distributors."



The book that will be a BANK-BOOK for you!

A MILLION DOLLARS WORTH OF BUILT-IN PROMOTION!

125,550,000 READERSHIP!

As a best-seller, as a paper-back, in national magazines (chapters and excerpts in Reader's Digest, McCall's, Satevepost, Vogue, Harper's Bazaar, Ladies' Home Journal, N. Y. Times Sunday Magazine) and as a newspaper serial in 30 key papers.

AND TALK ABOUT PROMOTION!

\$500,000 CAMPAIGN!

SEE **DORIS DAY**
AND
DAVID NIVEN
STAR IN

**"PLEASE DON'T
EAT THE DAISIES"**

CO-STARRING **JANIS PAIGE**

**KIDS!
GET FREE
TICKET INSIDE
PACKAGES!**

27 million Quaker Oats packages will contain ticket for "Please Don't Eat The Daisies" good for one child under 12 if accompanied by paying adult.

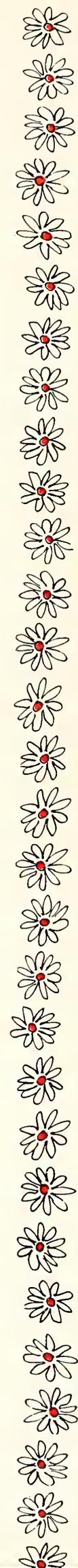
ADS, TV SPOTS, KEYED TO EASTER RELEASE!

Life, This Week, Parade, Sunday Supplements, Sunday comics in 35 newspapers, ads in 45 newspapers in 34 cities, TV spots on 4 big shows over CBS, ABC. Plus nationwide store displays.

And a special window card wherever Coca-Cola is sold across the nation. Just part of the Giant Promotion!

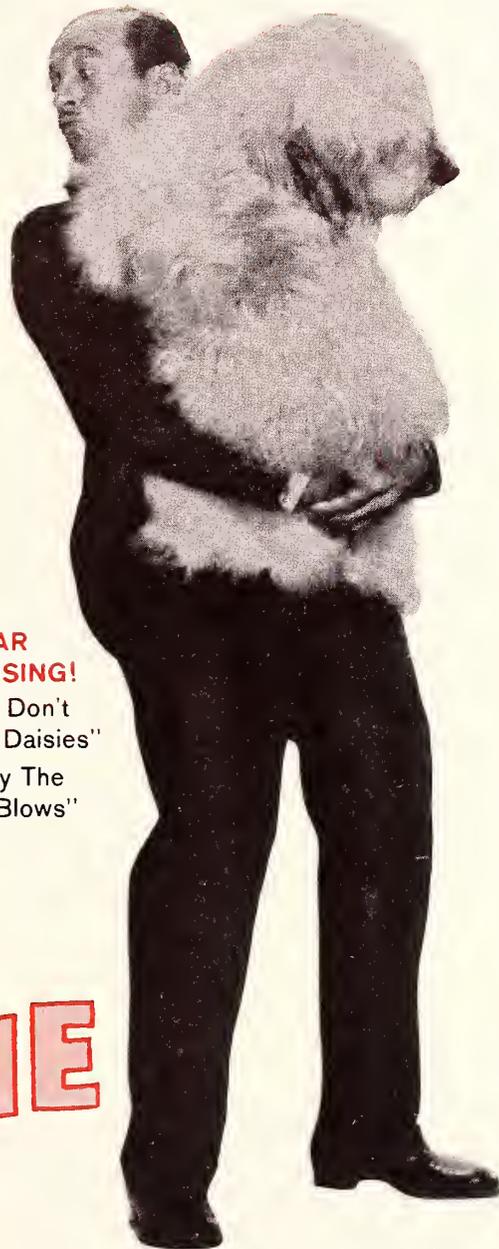
METRO
GOLDWYN
MAYER
presents

**DORIS
DAY
DAVID
NIVEN**



HAPPY EASTER AMERICA!

The funniest best-seller in years is the most hilarious big picture of the year. The wonderful scenes, the riotous characters, ten times as funny on film.



HEAR
DORIS SING!
"Please Don't
Eat The Daisies"
"Anyway The
Wind Blows"

in A
TERPE
DUCTION
COLOR

PLEASE DON'T EAT THE DAISIES

ring
IS PAIGE * SPRING BYINGTON * RICHARD HAYDN ...and the four
little monsters!

Screen Play by ISOBEL LENNART
Based on the Book by JEAN KERX
Associate Producer MARTIN MELCHER
Directed by CHARLES WALTERS
Produced by JOE PASTERNAK

CinemaScope and METROCOLOR



"CAN-CAN" IN TODD-AO HAILED AT SPECTACULAR

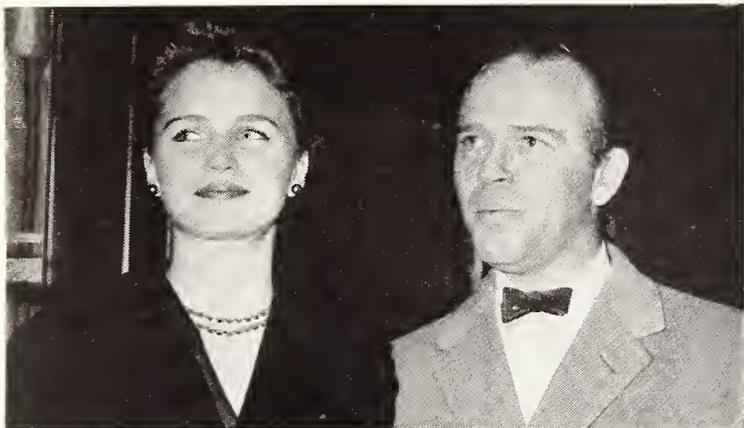
"CAN-CAN," in Todd-AO, the sparkling 20th Century-Fox production based on the smash Cole Porter musical, bowed for the industry last night and the packed Rivoli Theatre received in addition to the star-studded international celebrity list, the top leaders of the motion picture world. Dignitaries and notables from exhibition and society joined the throngs at the Broadway showcase for the event. Crowds lined the surrounding streets hours before the premiere was set to begin. Major radio and television newscasters and photographers were present to record the scenes and interview industry leaders.

The industry premiere, the night before the official Olympic Fund debut, attracted a police estimate of 2,000 onlookers straining to catch a glimpse of arriving luminaries.

"Can-Can" in Todd-AO premieres around the country with similar gala events, later this month.



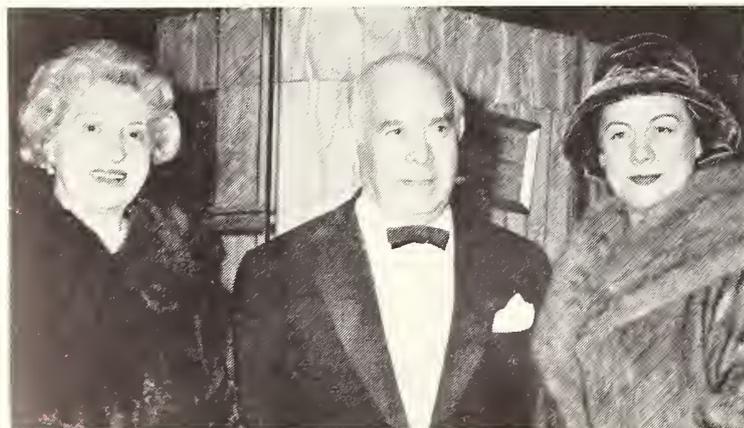
Twentieth Century-Fox president Spyros P. Skouras greets Mr. and Mrs. Arthur Krim as they arrive for the festivities. Mr. Krim is president of United Artists.



20th star Lee Remick and her husband, TV producer-director Bill Coleran, are a happy pair at the gala. Miss Remick is the star of Elia Kazan's "Wild River."



Senator and Mrs. Jacob Javits add a note of Congressional splendor as they greet the "gendarme" stationed at the Rivoli to keep an eye on the record-breaking advance sale.



Mr. and Mrs. Skouras welcome the international opera star, Renata Tebaldi, whose return to the "Met" this year has been hailed by critics and public alike.



The well known husband-wife comedy team of Peter Lind Hayes and Mary Healy amused the freezing onlookers as they waited to the arriving celebrities.

PREMIERE FOR THE INDUSTRY ON BROADWAY



vice-president Charles Einfeld chats with Mr. and Mrs. Simon Fabian in front of the gayly decorated Rivoli Theatre. Mr. Fabian is president of Loew Warner Corp.



Salah Hassanein, vice-president of United Artists Theatres, and Mr. and Mrs. Eugene Picker pose for the newsreel and press fotogs. Mr. Picker is president of Loew's Theatres.



Ray Silverstone, president of 20th Century-Fox International Corp., and Mrs. Silverstone were among the notables at the event.



Mrs. Spyros P. Skouras and world-famed Philharmonic and Metropolitan Opera conductor, Dimitri Mitropoulos were part of the celebrity group at the industry showing.



Mr. and Mrs. George Skouras were on hand for the distinguished bow of the Todd-AO production. He is president of Magna Theatres Corp.



20th Century-Fox assistant general sales manager Martin Moskowitz and Mrs. Moskowitz were among the star-studded list of attendees.



Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, was among the leaders of the exhibition world who attended the Todd-AO bow.



David O. Selznick, producer of "A Farewell to Arms," one of 20th's highest grossing attractions, hurries into the Rivoli to see "Can-Can."

Research Council Will Close Mar. 18

From THE DAILY Bureau

HOLLYWOOD, March 8. — The Motion Picture Research Council, sponsored by the major motion picture companies, will be closed on March 18, Y. Frank Freeman, who serves as board chairman of the Association of Motion Picture Producers and the research council, announced today. Termination of the council, which is financed by AMPP companies, was the result of economic pressure and uncertain conditions now facing the industry. The shutdown will affect 14 employees, according to William F. Kelley, who has been the organization's executive director for the past 10 years.

MPRC, in its present form as non-profit California corporation, was formed by AMPP in 1947 to act as an agency to centralize and coordinate the industry's research and development. From 1932 to 1947, the industry's technical research was conducted by a branch of the Academy of Motion Picture Arts & Sciences, with financing also coming from AMPP companies.

Publicists Assn. Seeks Jobs for Its Members

From THE DAILY Bureau

HOLLYWOOD, March 8. — Approximately 20 members of the Publicists Association, Local 818 of IATSE, dismissed because of the current Screen Actors Guild strike, will be offered to industrial, commercial and newspaper offices in a circular letter being sent from the local to all possible sources of employment.

Exchange of Promotion

(Continued from page 1)

industry and persons who were saying grace for the film business, Selig urged a continuous exchange of ideas and a working relationship between showmen in various exchange areas.

Using each letter in the word "success" as pivotal points, the speaker said that exhibitors should (1) wipe out stigmatized showmanship, (2) aim at an upbeat utopia, (3) cultivate customer relationships, (4) stress chronic cleanliness, (5) have enchanting enthusiasm, (6) spread the sizzle, (7) maintain superior salesmanship.

"The movie business," he said, "needs thinkers today. Throw away the press books. You not only are the masters of your own destiny in your own towns, but you are masters of your own advertising. Be front line citizens in your community."

Mayor H. Roe Bartle of Kansas City gave the welcoming address at the luncheon and presented a proclamation to the convention-sponsoring group, the United Theatre Owners of the Heart of America.

The other principal business at the meeting at which attendance was around 350 was a business building session, conducted by M. B. Smith of Commonwealth Theatres.

REVIEW:

Heller in Pink Tights

Ponti-Girosi Prod.—Paramount

HOLLYWOOD, March 8

SOPHIA LOREN PORTRAYS a blonde hellion in this lavishly produced Western of 1880 vintage filmed in Technicolor. Miss Loren has several opportunities to display her figure in some colorful costumes designed by Edith Head, not the least of which is an occasional view of her in "pink tights."

She finds herself in the "tights spot" through her role of a Continental actress in a travelling show wagon company, owned by actor-director Anthony Quinn, whose repertoire features the 19th Century stage classic, "Mazeppa," in which Miss Loren, playing the "boy hero," is lashed to the back of a horse that races around the audience and winds up on a stage treadmill against moving scenery.

This scene, repeated later in the film, provides an escape means for Steve Forrest, a hunted killer, as he is cornered on the stage of a theatre fixed up by Miss Loren for Quinn, whose show wagons were destroyed by Indians. Miss Loren, claimed by Forrest as his possession since she pledged herself in payment for a poker hand which she lost, used money she collected for Forrest from Ramon Novarro for the purpose of fixing the theatre.

Quinn, in love with Miss Loren, and jealous of the dangerous Forrest, finds the answer to everyone's satisfaction by putting a costume on Forrest and strapping him to the horse which enables him to dash out of the theatre and elude Novarro and his henchmen, who sought to complete a deal with bullets instead of cash.

Eileen Heckert as a stage mother-actress, and Margaret O'Brien, as the daughter whom she still considers a child, provide some of the lighter moments.

Edmund Lowe is also featured as a member of Quinn's troupe.

George Cukor's direction, and the screenplay by Dudley Nichols and Walter Bernstein, lean heavily on the production values supplied by producers Carlo Ponti and Marcello Girosi for the film's major appeal.

Based on the novel, "Heller With A Gun," by Louis L'Amour, the film starts off with the familiar note of a travelling show keeping one jump ahead of the sheriff. Its best interest is obtained from the attraction of Steve Forrest to Miss Loren and his determination to claim her. Quinn wins Miss Loren in the fadeout in payment for his more sympathetic role. Running time, 100 minutes. General classification. Release, March, 1960.

SAMUEL D. BERNIS

British Group Forms Production Guild

From THE DAILY Bureau

LONDON, March 8.—The formation of a Guild of Film Production Executives is announced with its object to include "promulgation of the interests of selected members to ensure proper recognition of this section of the industry." The guild is also to exchange technical ideas and methods of production both nationally and internationally. In addition, it will arrange film shows, lectures, etc., in order to keep abreast of modern techniques.

Although the formation of the guild was originally proposed by members of the production management section of the Association of Cinematograph and Television Technicians, this new body, it is pointed out, is not a section of the trade union.

A board of seven governors operate the guild and its first president is Fred A. Swann, with John F. Workman, secretary, and Adrian D. Worker as secretary. Initial membership will be limited, by invitation, to 40 members.

Triangle, Liggett

(Continued from page 1)

Service. The office will be located at 234 W. 44th St. here.

Liggett, Dollinger and Snaper said the merger will provide greater facilities, manpower and experience to serve exhibitor customers of both organizations. The organization is now serving theatres in New Jersey, New York, Connecticut and Pennsylvania.

'Lady' Big in 2 Dates

Ansark-George Sidney's "Who Was That Lady?" opened to top business over the weekend in both Cleveland and Buffalo, Columbia reported. At the Allen Theatre in Cleveland grosses for the weekend (3 days) totaled \$15,642. In Buffalo the Center Theatre reported a two-day gross of \$11,633.

Pyle Leaves MGM

CHICAGO, March 8. — Following 36 years of service as the midwest director of publicity for MGM, Norman Pyle has retired. His successor to the position is Irving Tomback.

Actors' TV Residuals Apart From U. S. Employment Tax

From THE DAILY Bureau

WASHINGTON, March 8. — Internal Revenue Service has ruled that money received by film actors from the Screen Actors Guild is the result of payments made to the actors in connection with licensing of their performances of motion pictures and not wages for purposes of Federal employment tax payments. Such payments to actors must, however, be reported by the recipients as part of their gross income. This money must be reported by the taxpayer in the year of receipt.

IRS notes that this applies whether the amounts distributed by the guild "are received from the purchaser of television rights in, or from the original producer of, the motion pictures involved."

Guilds Meet

(Continued from page 1)

representative of the SAG against the major producers.

If such a formula can be reached, it could conceivably pave the way for a quick settlement of the SAG walkout called against theatrical film producers who have not signed new guild contracts.

The decision to hold tonight's conference followed a conference this afternoon between officials of the SAG, IATSE and the basic craft unions. SAG president Ronald Reagan held the guild's conferees, Richard Walsh, international president of IATSE, led the delegation of technical union representatives.

Gayle-Swimmer-Anthony Signs with Actors Guild

Gayle-Swimmer-Anthony Productions which has "Force of Impulse" before the cameras in Miami, Fla., has signed a contract with the Screen Actors Guild permitting their production to continue shooting on schedule at the Rainbow Studios for UA Artists release, UA announced. Producers Peter Gayle, Saul Swinerton and Tony Anthony negotiated a pact with Florence Marston Eaton and Midwestern director for the "Force of Impulse." The contract is the same as the one signed last week by Frank Sinatra for his production company.

Presley in Memphis

MEMPHIS, March 8.—Elvis Presley has come home from the Army. He has donned his civvies for the first time in two years. He will report April 1 to Hollywood to tape the television program on which he will be Frank Sinatra's guest May 12.

Presley is scheduled for Paramount studio filming of "GI Blues" April 1. After this picture he will make two more pictures for 20th Century-Fox and Columbia, Tom Parker, his manager,

WHO VOTED FOR THE STRIKE?

The Screen Actors Guild polled its 14,000 members on whether it should strike theatrical film-making at the major picture studios. The issue was the guild's demand that actors be paid twice for one job.

5,899 actors voted for a strike and now thousands of studio employees are out of work.

Who REALLY voted for this strike, who wanted it?

According to the guild's own figures, some 22 per cent of its members do no acting work in any medium in a year.

What could THEY lose by a strike? What stake do THEY have in the future of our industry?
Are THEY the ones who voted for the strike?

By the guild's figures, 61 per cent of its members do not work in THEATRICAL motion pictures in a year.

What could THEY lose by a strike against THEATRICAL film producers?

Are THEY the ones who voted for it?

Also, by the guild's figures, 65.2 per cent of actors employed in theatrical films work only occasionally; many have other occupations and other principal means of livelihood.

What could THESE persons lose by a strike? What stake do THEY have in the future of our industry?

Less than 2,000 actors are in any sense regular employees of theatrical film studios; they receive most of the \$35,000,000 the guild states its members earn annually from theatrical films.

How many of THESE voted for the strike?

Nearly 1,200 actors voted against authorizing a strike.

More than 7,000 did not cast ballots at all.

WHO DID VOTE FOR A STRIKE?

This ad is one of a series placed as an industry service by The Association of Motion Picture Producers.

Swiss Bank

(Continued from page 1)

to write a stipulation agreement concerning the business affairs of Skiatron. This will doubtless include information concerning Skiatron of America, the company headed by Matthew M. Fox that had an exclusive license to exploit the Skiatron system of pay-TV.

In testimony that left an implication that the secrecy of Swiss banking laws may be over-rated as long as there are documents pertaining to such transactions within the reach of the U.S. Government, Rush explained how a total of 77,000 shares of Skiatron belonging to the firm's president, Arthur Levey, reached the public. They were sold by Levey to Charles Grande or Joseph Miranda under letters of investment, delivered to Swiss-American for their accounts, and then turned over to various brokers on instructions from Switzerland.

Transfer Tax a Factor

In at least one case, transfers of shares from the accounts of Grande and Miranda gave rise to the question whether there had been a change of beneficial ownership, in which case a transfer tax would have to be paid. A document placed in evidence stated that "Mr. Re informs us that there is no change of ownership." Re was the specialist in Skiatron on the American Stock Exchange. It was made clear that neither the stock itself nor any funds had ever left the U.S., though control of it passed into the hands of the unidentified owners of the Swiss accounts. It was stipulated that the stock had ultimately been distributed to the public.

Rush testified that Levey had, on six occasions, delivered Skiatron stock to Swiss-American. When Levey testified, he said he recalled making only two such deliveries.

Granahan Report

(Continued from page 1)

Rep. Granahan noted that motion picture advertising at times leaves much to be desired. In the case of "The Naked Maja," for example, she observed that the ads might be considered misleading. The picture itself showed the Goya portrait, "which is all right." Other ads, however, seem to seek to impress by "titillating."

The subcommittee's report is expected to take an appropriately severe view of so-called hard core pornography, which is not a product of the motion picture industry.

Printed copies of the transcript of the motion picture hearings before the subcommittee may be obtained from the Postal Operations Subcommittee, House Office Building, Washington 25, D.C.

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music for tv
series — spots

ci-6-4061

AROUND THE TV CIRCUIT

... with PINKY HERMAN

LAST week, when our talented Dick Gertner reviewed Robert Youngson's "When Comedy Was King" (20th Century-Fox) flicker-clicker, he utilized words like "choice . . . first rate . . . remarkably, skillful . . . clever . . . hilarious." Dick also wrote (quote) A word of commendation is also in order for the quality of the old films as shown here. Getting them in such excellent condition can have been no mean feat. (unquote.) Because everyone connected with this pix rated and were handed the posies with one exception, we deem it fitting and proper to add this unofficial line to the review. Eastern Effects, Inc. was responsible for the complete optical reduction dupe and the successful retention of the original quality to reproductions, (take a bow, Maurice, Sam, Max Levy) . . . Back home in Hollywood is Kirby Grant, star of the "CBSky King" tele-series. His stint on behalf of the Cerebral Palsy Telethon in Miami was so well received, wags down there have it this way:—"the way Grant took Miami." . . . Steve Libby, Communications Counselors, Inc. exec back from a fortnight at their coast offices. . . . Often featured in "U Steel Hour" segs and regularly CBSeen in "Edge of Night," Michael Strong will sub for vacationing Jack Klugman in the male lead opposite Ethel Merman in "Gypsy." . . . Lawrence Welk's guest "ABChampagne Lady" this Saturday is Barbara Allen, whose mother was one of the famous "King Sisters" and whose grandfather, Johnnie King, introduced Irving Berlin's "Alexander's Ragtime Band" when he was a minstrel man. Show business is certainly this family's divine right of KINGS. . . .



Some of ye fourth estators dropped into the Johnny Victor Theatre at Radio City Monday afternoon where, after a brief pause at the ginger ale and club soda table (there were other bottles of various sizes and shapes and colors) Kathleen & Arthur Murray previewed for us the 2 half-hour segs of the "Arthur Murray Party For Bob Hope" which will be NBChannelled March 15 and 22. We howled at the gags and quips, written by Buddy Arnold, J. Franklin Jones, Larry Markes, Jay Burton and Gig Young, and delivered by Hope's "contempt'oraries. The very worthwhile "fight for sight" campaign will be enriched thru Bob Hope's donation of his entire Hundred Grand Fee and viewers will be rewarded with a fast-paced program of glamour, gags galore and gals. Could be summed up thusly: "An Arthur Murray Re-PARTEE." . . . For the 8th time Edith Head will serve as costume consultant for the "Oscar Awards" simulcast over NBC, Mon., April 4. Edith has copped six of these emblems herself. . . . Hugh Downs will narrate the NBCColorcast Saturday (9:30-10:30 P.M., EST) of "The Shape of Things" which will feature Abner Dean's cartoons and illustrations. Incidentally, Handsome Jim Lucas, who turned in a fine job subbing for Hugh last week on "NBCentration" earned himself a nice contract by the net. Lucas is a product of WAPI-TV down in Birmingham, Ala. . . . Merv Griffin just purchased a \$150,000 home in Teetertown, N.J.

To Push Japanese Films In Britain and Europe

From THE DAILY Bureau

LONDON, March 8.—An his return from a world film-buying tour Kenneth Rive, managing director of Gala Film Distributors, announced a distribution deal, to cover the entire European market, with Shochiku, Japan's leading production, distribution and exhibiting group. This will be the first attempt to launch, on a wide scale, Japanese product in Britain and Europe.

Under the deal, eight Japanese films will be distributed here by Gala, operators of their own 27 specialized theatre circuit, during 1960 and between 12 and 20 next year. The operational centre for Gala's European distribution will be Paris, and Rive will also acquire British and continental product for distribution by Shochiku in Japan.

Cancel Premiere of 'Adam' in New Orleans

Special to THE DAILY

NEW ORLEANS, March 8. — The Joy Theatre has cancelled its plans to hold the world premiere of "The Private Lives of Adam and Eve" on March 24.

L. C. Montgomery, owner, said he had learned the picture was condemned by the Legion of Decency and the Joy does not play condemned pictures as a matter of policy.

Hampton Signs Pact

Bandleader Lionel Hampton has signed a five-way pact (act, perform, arrange, score and conduct) for Gayle-Swimmer-Anthony's "Force of Impulse," United Artists release to be filmed in Miami. Hampton reports for the assignment April 9.

BlockBookin

(Continued from page 1)

TV, a CBS-TV affiliate, and WJTV, Jacksonville, Fla.

In the second day of trial yesterday, Justin Golenbach, attorney National Telefilm Associates, one of the defendants, asked Judge Dav to strike Hayes' testimony on grounds it had been given in violation of anti-trust laws. In turning down this request, the court also advised Golenbach, not to "becloud" the case by introducing into evidence significant "scraps."

Five Co-Defendants

Co-defendants with NTA Loew's, Inc., (MGM), C & C Screen Gems, Associated Artists and United Artists. Louis N is chief counsel for the defendant.

Hayes was cross-examined by defense attorneys after Leonard, government trial attorney, finished with the witness. Most of testimony dealt with offers he received from C & C, NTA and Screen Gems to purchase specific film libraries for use at the Washington station.

Hayes said that Harold Gold executive vice-president of NTA 1957 refused to break up two specific film packages for sale to television. They were the "Dream Package," consisting of 160-170 films, and the "Fifty Package," comprised of 50 feature-length pictures. The witness stated that he told Goldman he wanted to buy 39 films from the "Fifty" but that his offer was turned down. Nor was a deal made with WTOP-TV for the 21 films it wanted from the "Dream Package," Hayes added.

Correspondence Introduced

Defense attorneys introduced correspondence between Goldman and Hayes which allegedly showed Goldman was not adamant in his refusal to break up his film packages.

Hayes further stated that WTOP-TV bought 120 MGM films for \$250,000 cash, and exercised the first of 120-film options. The station purchased two groups of films from Screen Gems, Hayes said.

Nizer questioned the witness whether or not he became interested in compulsory "block-booking" before or after he was approached by representatives from the anti-trust division of the Department of Justice. He told the court that abuses in sales of films to television had initially called to his attention not by government but by executives of television stations.

George Hartford Heard

Shortly before court was adjourned yesterday, the government called George Hartford, vice-president and general manager of WTOP-TV.

The government expects to call about 125 witnesses before it concludes its case. It was estimated that six weeks would be required to complete such testimony, although observers said yesterday it might be considerably longer.

PEOPLE WHO WANT THE BEST FLY



UNITED AIR LINES' GREAT DC-8 JET MAINLINER

You will agree United's DC-8 Jet Mainliner® is the best of the jets, whether you're enjoying United's famous Red Carpet® service or spacious Custom Coach accommodations.

Interiors are decorator-designed. The colorful Red Carpet Room is the largest lounge in the sky, lends a fashionable flair to relaxation aloft. The seats are designed for privacy . . . and lights, air vent, push-button table are all built in.

Add to all these advantages of the new, super-powered DC-8 Jet, its vast range, speed, radar smoothness, United's chef-prepared meals, unique ready-on-arrival baggage delivery, and you have a picture of United's famous *extra care*. Next time, take the *best of the jets*—United's DC-8 Jet Mainliner! For reservations, see your helpful Travel Agent—he is an expert on modern jet travel—or call United Air Lines.

DC-8 SERVICE NONSTOP:

NEW YORK, CHICAGO, WASHINGTON-BALTIMORE,
PHILADELPHIA, SEATTLE-TACOMA, SAN FRANCISCO,
LOS ANGELES—AND NOW HAWAII

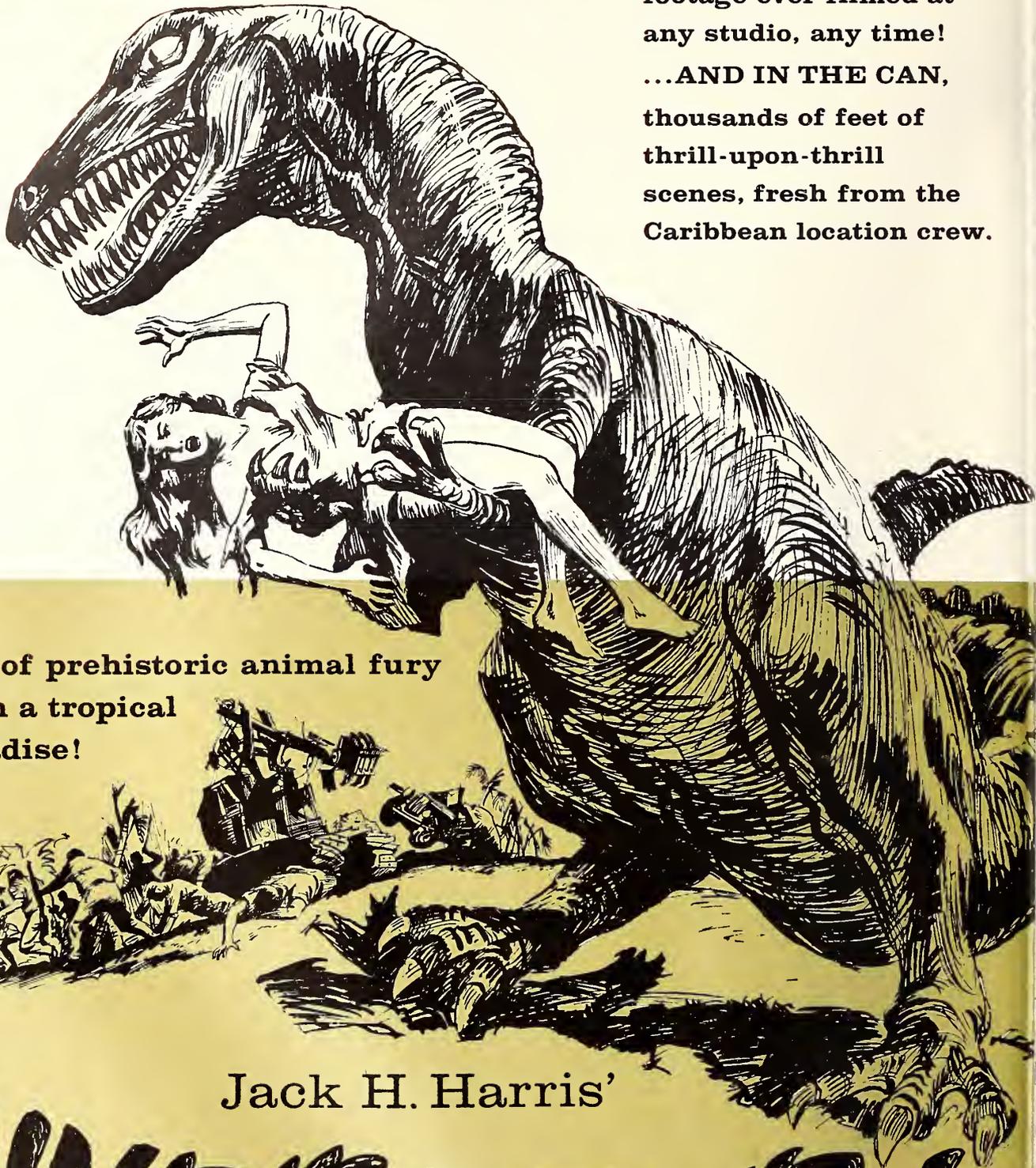


Big, wide seats add privacy and comfort to your DC-8 Jet flight



Now Shooting!

Some of the most
spectacular adventure
footage ever filmed at
any studio, any time!
...AND IN THE CAN,
thousands of feet of
thrill-upon-thrill
scenes, fresh from the
Caribbean location crew.



100 TONS of prehistoric animal fury
loosed upon a tropical
island paradise!

Jack H. Harris'

DINOSAURUS!

In CINEMASCOPE • COLOR by DELUXE

Starring WARD RAMSEY • Screenplay by GORDON RUSSELL and LARRY WARD • Co-produced and Directed by IRVIN S. YEAWORTH, JR.

Produced by JACK H. HARRIS • A FAIRVIEW PRODUCTION



A UNIVERSAL-INTERNATIONAL RELEASE

THE BIGGEST things on film for SUMMER - from UNIVERSAL



MOTION PICTURE DAILY



57, NO. 47

NEW YORK, U.S.A., THURSDAY, MARCH 10, 1960

TEN CENTS

Annual Meet Rackmil Sees 'Profit for Best of Year Quarterly Dividend Voted; Board, Officers Re-Named

Universal Pictures Co. stockholders informed at their annual meeting at the home office yesterday that quarterly earnings after taxes will total \$1,850,000, compared with a total of \$862,000 for the corresponding period a year ago.

Alton R. Rackmil, president, also presided at the meeting that earnings for the second quarter ending April 30 will be in excess of \$1,500,000, that the third and fourth quarters "both will be profitable."

The stockholders reelected the company's eight members of the board of directors who, meeting later, reelected all company officers, headed by Rackmil. The board voted a common stock dividend of 25 cents per share, payable March 30 to holders of record on March 21. This is the quarterly dividend declared by the company since 1957, although it has been suspended in the past.

(Continued on page 8)

U' Sidesteps M.P.I. in Production Boost

Motion Picture Investors, the committee formed by exhibitors to acquire control in production-distribution companies to exert influence on their policies, yesterday offered financing and technical support to Universal in an attempt to increase its production schedule for the next six months from its current 15 pictures to a minimum of 20.

(Continued on page 8)

Censoring Deferred Pending Court Decision

Special to THE DAILY

HARRISBURG, Pa., March 9. — The constitutionality of the Pennsylvania picture control act of 1959 was argued today in two suits before a three-judge panel in Commonwealth Court here, pitting legal counsel for three major film distributing companies against the state.

(Continued on page 3)

Report Paramount, Boston, Reducing Clearance, at Request of Exhibitors

Special to THE DAILY

BOSTON, March 9.—Paramount became the first company to reduce clearances here in response to widespread exhibitor urging including many cases of formal conciliation of complaints against existing schedules.

The Paramount branch office here declined to comment on the changes authorized, but exhibitor sources said the following procedure has been made effective:

If a picture plays only one or two weeks downtown, the existing 21-day clearance is in effect. If a picture plays downtown three or four weeks, clearance is reduced to 14 days; and if a picture plays five or more weeks downtown, clearance is reduced to 7 days.

(Continued on page 2)

Allied's Myrick Urges Trade Co-Operation

Special to THE DAILY

KANSAS CITY, March 9.—Stressing that the motion picture business has reached the cross-roads, Al Myrick, president of Allied States, called for an improvement in intra-industry relations.

(Continued on page 3)

REVIEW:

CAN-CAN

20th Century-Fox—Todd-AO

"CAN-CAN" is a lavish, beautifully made and generous helping of entertainment. With its cast, headed by Frank Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jourdan; with Cole Porter

music, and as a Todd-AO production in color by Technicolor, it undeniably has class. But, make no mistake about it, "Can-Can" has plenty of what it takes besides class to sell tickets at anybody's box office.

It has comedy and wit, it has torrid and contested romance, most of it spelled out rather explicitly and yet with disarming ingenuousness. It has imaginative and highly diverting

dances which occasionally become comedy highlights. It has spectacle, taste, colorful sets and costuming, and its full share of feminine attractions. In short, it has all the essentials of widely popular entertainment. Obviously, it is prepared to make thousands of exhibitors just as happy as their millions of customers who are destined to enjoy it thoroughly.

The setting is Paris at the turn of the century when even Paris had its bluenoses, and they were supposed to have been successful in having the can-can outlawed as a lewd and lascivious dance, an opinion in which one Nikita Khrushchev indicated he concurred upon visiting the 20th Century-Fox stage where it was being filmed for this production. It would seem to be as unpopular an opinion among theatre audiences of the free world as most others of Nikita's.

Shirley MacLaine, as proprietor of a Montmartre cafe whose patrons want to see the can-can danced, attempts to fulfill their wishes. Sinatra, Parisian lawyer and Shirley's suitor, is in favor of the general idea and also is helpful in springing her from the bastille after a raid on the pre-

(Continued on page 3)



Jack Cummings



Walter Lang

To Seek Settlement SAG, AMPP Resume Strike Parley Friday

IA to Drop Residual Plea If All Guilds Follow Suit

By SAMUEL D. BERNIS

HOLLYWOOD, March 9.—Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, and John Dales, executive secretary of the Screen Actors Guild late today agreed to resume negotiations on the current SAG strike issues, with a series of meetings scheduled to commence this Friday at 2 P.M.

Meanwhile, it is learned that the International Alliance of Theatrical Stage Employees will forego claims to residuals on any post-1948 films.

(Continued on page 3)

TV Head Testifies On Five Film Sales

By SAUL OSTROVE

Five of the six companies charged by the Department of Justice with "block-booking" motion pictures for television sale in violation of anti-trust laws refused in specific instances to break up their film packages at the trial.

(Continued on page 2)

Anna Rosenberg Is MPA Labor Counselor

In a move obviously related to the Hollywood strike situation, the Motion Picture Association of America yesterday engaged Anna M. Rosenberg Associates as public relations consultants to the association for a year, Eric Johnston, president, announced.

Mrs. Rosenberg, a labor relations expert and consultant on labor problems, was head of the National Labor Relations Board in the Roosevelt and Truman administrations.

**Wits Ad Vice-Pres.
Stanley Kramer Co.**

From THE DAILY Bureau

HOLLYWOOD, March 9. — Al Wits has been named vice-president in charge of advertising and publicity for Stanley Kramer Pictures. The announcement was made today by Stanley Kramer.

Wits, former studio publicity director at Universal and Columbia, assumes his duties immediately. George W. Wits, Jr. continues as publicity director for Stanley Kramer Pictures.

Can-Can

CONTINUED FROM PAGE 1



mises. In this respect, the sympathy of his good friend Chevalier, who happens to be the police judge before whom Shirley and her dancers are arraigned following their arrest, is no minor item.

Jourdan, as a serious-minded young judge who believes the law should be enforced as long as it is on the books, becomes suspicious of Shirley's white-washings and sets out to get the evidence that will close her cabaret. He is about to succeed when he realizes he is falling in love with Shirley. All the latter wants is Sinatra with a marriage ceremony, but he's willing to offer only Sinatra. Thus, when Jourdan proposes, she accepts.

CONVINCED the match would bring unhappiness to both Shirley and Jourdan, Chevalier and Sinatra plot to break it up by inviting her to a party for Jourdan's society friends at which they feel she will embarrass him into seeing the light. Egged on by Sinatra at the party, Shirley imbibes too much, then amazes the stuffed-shirt guests with a bawdy cabaret song. Jourdan is unembarrassed, but Shirley realizes she has been publicly humiliated and hides from Jourdan while planning her revenge on Sinatra.

Eventually, she borrows money from Sinatra and deeds the cabaret to him as collateral. Then she orders the can-can performance and when the place is raided, Sinatra is jailed as the owner of the establishment. A conviction would mean his disbarment and professional ruin. At the trial, Shirley becomes aware that Sinatra had loaned her the money because he thought she was in need and loved her, and she realizes, too, that she loves him more than Jourdan. Shirley and Sinatra are reunited and, back at the cafe, there is a complete performance of the can-can, followed by a fake raid that puts the two lovers in a paddy-wagon en route to make it legal.

The Cole Porter music includes "I Love Paris," "It's All Right with Me," "Montmart," "C'Est Magnifique," and "Live and Let Live," which were written for the original Broadway production, and his "Let's Do It," "Just One of Those Things" and "You Do Something to Me," which were not.

THE entire Jack Cummings production is tasteful, rewarding to look upon and listen to. Hermes Pan's dance stagings are especially noteworthy, particularly the Apache, Garden of Eden, Maidens Typical of France and Can-Can numbers. Walter Lang's direction keeps the action, story and music, moving smoothly and cohesively and emphasizes the numerous comic values throughout.

Dorothy Kingsley and Charles Lederer wrote the screenplay, which is based on the Abe Burrows musical comedy produced on Broadway about seven years ago. Irene Sharaff's costumes are striking. The Todd-AO process elicits the maximum color and depth values and the stereophonic sound reproduction helps make it as near perfect technically as any picture yet made.

"Can-Can" is an abundance of good, light entertainment in a most attractive presentation. It should be with us for a long time and should prosper all the while. It is a credit to all associated with it. Running time, 130 minutes (without intermission). Adult classification. Release, special.

SHERWIN KANE

SAG, AMPP

(Continued from page 1)

sold to television, if other guilds and crafts withdraw their claims. Richard F. Walsh, IATSE president, made this announcement to 500 executive members representing 23 studio locals and crafts meeting at the Music Box Theatre here.

Walsh clarified IA's stand in asking for twice the total of what other guilds and crafts demand for post-1948 films to TV, by stating it was a matter of protecting its members interest rather than a pressure move to have SAG settle its current strike with the major producers.

This statement was made in connection with a report that he received a phone call from George Meany, AFL-CIO president, (believed at the instigation of SAG), questioning him on the "double-demand" move. Walsh said he promised Meany he would not negotiate with the companies until SAG had finished its negotiations; he pointed out that he refrained from coming here until the strike was actually in effect.

Tells of Wide Support

The SAG has reported receipt of telegrams from the following organizations supporting its current strike move against the producers:

George Meany, president of the AFL-CIO; Hal Lashwood, president of Australian Actors Equity; Societa Attori Italiana, Italian Actors' (union); David J. McDonald, international president of the United Steelworkers of America; George W. Smith, international president of NABET (AFL-CIO); Morris Weisberger, secretary treasurer, Sailors Union of the Pacific; Hy Faine, executive secretary, American Guild of Musical Artists, and Jackie Bright, national executive secretary of the American Guild of Variety Artists.

**New Tent 35 Members
To Join Business Meet**

The more than 70 new members who have joined New York Variety Club Tent 35 since the first of the year will participate in a business meeting for the first time at the luncheon on March 16 at the Astor Hotel.

Plans of the tent for the forthcoming year head the meeting agenda.

**Publicists Vote Opposition
To Current Strike of SAG**

From THE DAILY Bureau

HOLLYWOOD, March 9.—Seventeen members of the board of trustees of the Publicists Association have voted unanimously to "unalterably" oppose the present Screen Actors Guild strike against producers, it was learned today. There were no dissenting votes on this action, significant in that the publicists, more than anyone else connected with production, are closest to the actors.

Censoring

(Continued from page 1)

exhibiting firms against the Justice Department.

pending a decision of the court—will probably not be handed before 30 days—Pennsylvania's member censorship board, has already begun organizing procedures, has been advised by counsel for the complainants agreed upon the hearing "the case went well" for the industry.

its challenging constitutionality act approved last Sept. 17 were by 20th Century-Fox Film Corp., William Goldman Theatres, Inc., the Pennsylvania Association of Cement Industries, both of Philadelphia.

Myrick Urges

(Continued from page 1)

relationships in one of the principal sessions on today's luncheon program of the Show-A-Rama at the Hotel Continental here.

ing production, distribution, exhibition and other segments of the industry to work together with open eyes toward the possibilities of the future, Myrick cited America's unprecedented rate of growth and the accompanying increase in movie-going.

One of the first steps necessary to improve intra-industry relationships," he said, "is for distribution and sales efforts to understand the problems and needs of 75 per cent of the exhibitors in America. Some segments of our industry are prosperous, but I am referring to the vast number of frequent-run, small town exhibitors who are the chief victims of the box office depression, the ones that are left back in playing time and still are expected to play on the same percentage terms, or greater, as charged by the metropolitan theatres."

Points to TV Situation

turning to the subject of releasing procedures, Myrick inquired why, with television being saturated with movies, distribution and sales personnel withhold new product from exhibitors until the theatre films are old.

Since the advent of television," he continued, "there is no such thing as a country hick. He is just as smart as his large-city-cousin, and he, too, demands the new innovations and movies."

Production has started with
MORE STARS THAN IN THE

STEVE ALLEN ★ **JAYNE MEADOWS**

WALTER WINCHELL

MICKEY SHAUGHNESSY

CATHY CROSBY

CONWAY TWITTY

HERBERT MARSHALL

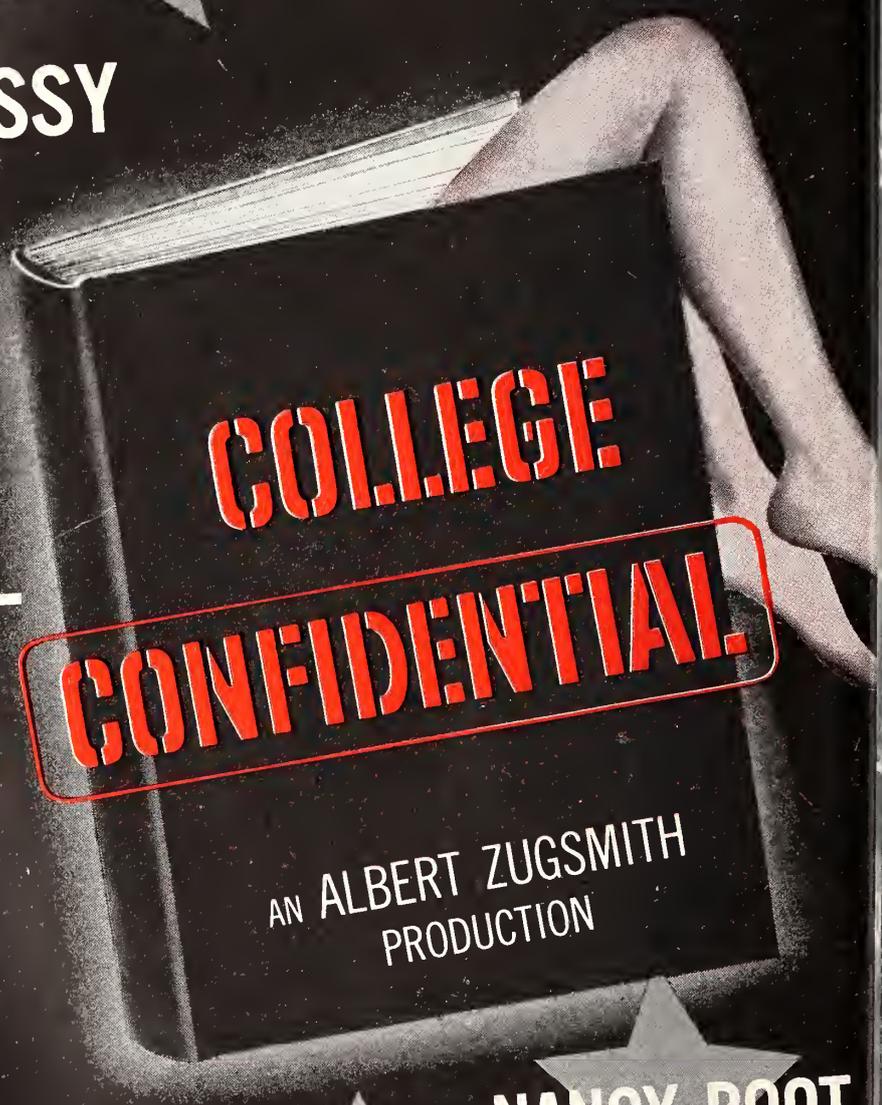
RANDY SPARKS

PAMELA MASON

ELISHA COOK

ROBERT MONTGOMERY, JR.

WOO WOO GRABOWSKI



★ **NANCY ROOT**
★ **THEONA BRYANT**

MAM

Screenplay by IRVING SHULMAN • Produced and Directed by ALBERT ZUGSMITH

HEAVENS!

ROCKY MARCIANO

SHEILAH GRAHAM

EARL WILSON

LOUIS SOBOL

WILLIAM WELLMAN, JR.

ZIVA RODANN

GUS EDSON

MAN DOREN

We take this opportunity to publicly welcome the distinguished members of the nation's press who appear before our cameras at Universal-International in "COLLEGE CONFIDENTIAL"

ARMY ARCHERD
JAMES BACON
NATE CUTLER
NAT DALLINGER
RICK DUBROW
EUNICE FIELD
JOE FINNIGAN
JOSE HAAS
HAROLD HEFFERNAN
NELSON HUGHES
BILL KENNEDY
EARL LEAF
RAY MARONEY
JACK MOFFITT
LOWELL REDELINGS
JONAH RUDDY
VERNON SCOTT
EVE STARR
JIMMY STARR
DICK WILLIAMS

Steve Allen

Jayme Meadows

Mamie Van Doren

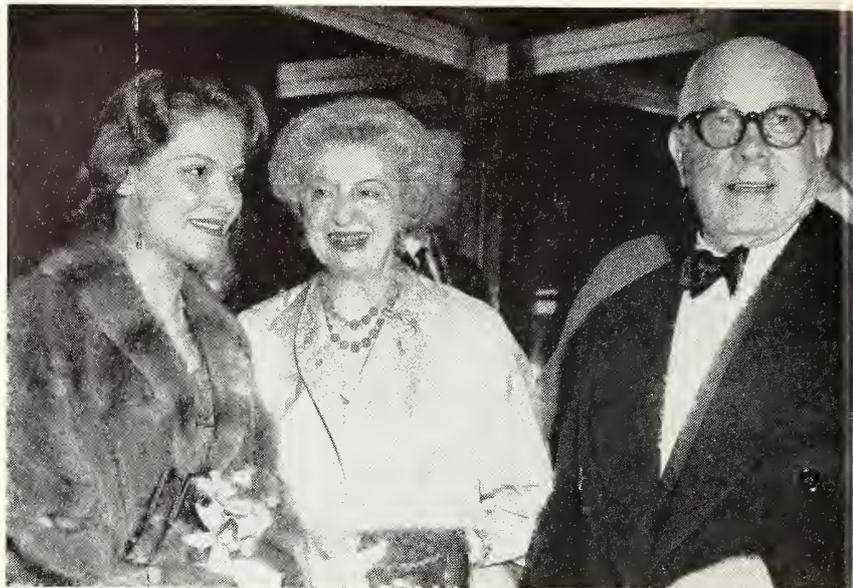
Al Segal

"CAN-CAN" IN TODD-AO BECOMES BROADWAY

THE long-awaited official debut of "Can-Can," in Todd-AO was the major social event of the New York season. To the delight of thousands of spectators standing three deep in below-freezing temperatures, a glittering array of celebrities from all walks of life arrived to pay homage to the Jack Cummings production.

20th-Fox president Spyros P. Skouras was host to the triumphal return to New York of Carol Heiss, Olympic Gold Medal Winner and World Figure Skating Champion. City and state officials led by the Hon. Robert F. Wagner, Mayor of the City of New York, attended in profusion. Society leaders and famed Olympic figures mingled with top motion picture and Broadway stage stars at the brilliantly-lit Rivoli Theatre.

The Todd-AO attraction premieres to sold-out nights in key cities later this month.



Olympic Gold Medal Winner Carol Heiss is greeted at the Rivoli by 20th Century president Spyros P. Skouras and his wife.



Alex Harrison, 20th-Fox general sales manager, and Mrs. Harrison are joined by (left) Peter Myers, managing director of 20th's Canadian branch operations.



Carol Heiss is flanked by glamorous stars (left) Eartha Kitt and Zsa Gabor. Carol earlier had received a ticker-tape welcome parade on lower Broadway.

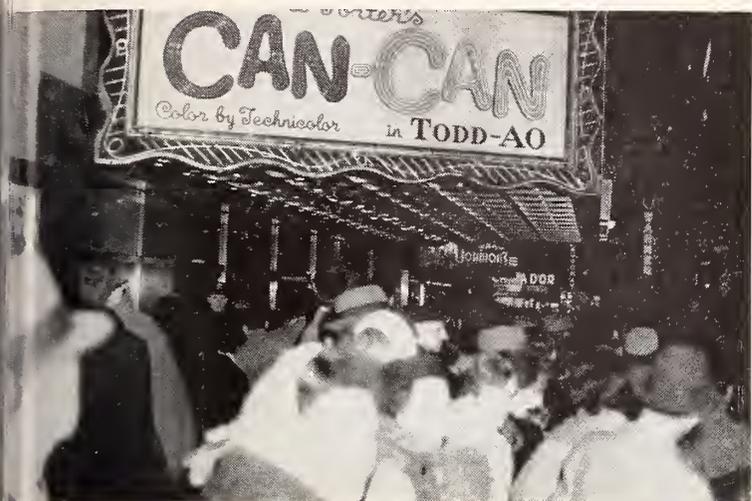


High-echelon industry matters were the subject for discussion between 20th president Spyros Skouras and Motion Picture Association head Eric Johnston, shown here with their wives.



Carol Heiss is interviewed by NBC's Monitor for broadcasting a the nation. Also on hand were the Armed Forces Radio Service and the Voice of America.

CHAMPION IN RADIANT OLYMPIC FUND PREMIERE



eds jammed the Times Square area for a glimpse of the arriving celeb-
Atop the marquee, champagne bubbles wafted their way out of a 12-foot



20th vice-president Charles Einfeld and George Skouras, president of
Magna Theatres Corp., were happy men over the record-breaking ad-
vance sale.



missioner Richard Patterson and guest
among the many civic notables who
participated.



20th-Fox's assistant general sales manager, C. Glenn
Norris, his wife and guests joined industry leaders at
the gala.



Theodore Bikel, one of the stars of 20th's
current pace-setter, "A Dog of Flanders,"
put in an appearance.



io City Music Hall president Russell
owning and his wife join the first-night
ence.



Robert Evans, star of 20th's "The Best of
Everything," attended with a glamorous
guest.



A French "gendarme" greeted the arrivals,
among whom was television star Lorraine
Rogers.

'U' Year Profit

(Continued from page 1)

paid a year end dividend of \$1 per share last December.

The annual meeting, which lasted less than one hour, was calm and expeditious despite the presence of such professional meeting-goers as John Gilbert and John Campbell Henry. There were few questions concerning the Hollywood strike put to management, and, in fact, one stockholder arose to commend management for all of its policy moves over the past two years, beginning with the shutdown of production and sale of the studio, and culminating with the recent deals closed with Hollywood guilds for their participation in revenue derived from sale of post-1948 films to television.

Rackmil reiterated that Universal has no present intention of selling its post-'48 library, "regardless of what sum is offered."

"We have plenty of cash," he commented. "We are not in need of any more."

One stockholder rose to inquire whether there had been any "strained relations" with the rest of the industry as a result of the deals Universal had closed with the Hollywood guilds.

"Not that I know of," Rackmil replied. "I'm an easy guy to get along with."

"What are the after-effects likely to be of Universal's becoming the Kaiser Steel of the film industry?" the questioner persisted.

"One after-effect is that we may make all the pictures and a lot of money," Rackmil answered.

Another stockholder wanted to know what the result would be if the government wins its suit, scheduled to go to trial here next week, aimed at dissolving the deal by which Universal sold its pre-1948 film library to Screen Gems, the Columbia Pictures television subsidiary.

"The worst that can happen," Rackmil said, "is that we would have to give back the money and then probably make more from a new deal."

In making deals, Universal is asking for a guaranty payable in advance by theatres in some cities, of which New York is one, Rackmil said.

'U' Stockholder Urges Options for Management

Jay Alexander, described as a large holder of Universal stock, proposed at the company's annual meeting yesterday that the board of directors consider the development of a stock option plan for Universal management as a reward for the successful policies it has pursued over the past several years, and as an incentive for retaining the services of key officers.

The proposal is regarded as unique at a time when management in many industries is being called upon to justify stock options and to answer considerable stockholder criticism of some.

'U' Dines Analysts, Financial Writers

Universal was host at a luncheon at the Laurent Restaurant here yesterday following the annual meeting of stockholders with about 25 security analysts for large downtown financial houses, writers for financial publications and trade press representatives as guests.

Described by a company official as a gesture to "Universal's New Look to the financial community," it is believed to be a "first" by a motion picture company.

'U' Sidesteps

(Continued from page 1)

25 to help offset anticipated effects of the Hollywood strike.

The proposal was made by Walter Reade, Jr., M.P.I. president, at the annual meeting of Universal stockholders at the home office. Reade said his action had been authorized by the board of directors of M.P.I. at a meeting in Kansas City on Tuesday.

Replying to the offer, Milton R. Rackmil, Universal president, told Reade, "We don't have to be induced to make more pictures. We stand ready to make what we think the market will absorb, what the public will buy, and what will return us a profit. And Universal is not in need of cash."

Reade persisted, saying, "We want more films and are willing to cooperate to make their marketing profitable to the company."

"Universal will not just make pictures to achieve volume," Rackmil replied. "You can help us by making a deal with Hi Martin (Universal vice-president and general sales manager) for 'Spartacus' at proper terms."

Ask High Court Hear Walder Trust Suit

From THE DAILY Bureau

WASHINGTON, March 9. — The U.S. Supreme Court has been asked to hear a treble damage suit brought by Charles Walder, and others, against Paramount Publix Corp., and affiliates; Radio-Keith-Orpheum and affiliates; Warner Bros., Inc., and affiliates; 20th Century-Fox and affiliates; and Columbia Pictures. Walder's family since 1928 has owned the Tivoli Theatre, a neighborhood house in Miami, Fla.

Walder is asking the Supreme Court to overturn a decision that went against him in both the New York district court and the second circuit court of appeals. Walder's contention, which the lower courts did not agree in, is that when the theatre ownership entered into an agreement to form an operating company on a 50-50 basis with Paramount Enterprises, Inc., it did so because it was coerced by Paramount, which prevented the Tivoli from receiving certain pictures for exhibition.



JOANNE WOODWARD

IS ONLY ONE OF THE
ACADEMY AWARD-WINNING STARS
OF TENNESSEE WILLIAMS'

"THE FUGITIVE KIND"



MOTION PICTURE DAILY



87, NO. 48

NEW YORK, U.S.A., FRIDAY, MARCH 11, 1960

TEN CENTS

Precautions

Strike Effects Being Felt at Home Offices

Emergency Economies Are Invoked; Curb Spending

Economy measures at home offices related to offset some of the effects of the Hollywood strike should it continue for any length of time are being planned or invoked by some companies whose studios have been closed by the Screen Actors Guild. The steps constitute the first effects on personnel of home offices and distribution organizations in the field of strike which began last Monday. Home office employees, of course, were immediately affected, with thousands being laid off last Friday and additional hundreds scheduled to be added to the list today. Among the measures being invoked at some home offices are a general opening up of supervision over ex-

Sarnoff Proposes TV to Have Annual Conference

Big General David Sarnoff proclaimed last night that the broadcasting industry initiate and sponsor an annual conference with the nation's television leaders, similar to the American Assembly of Arden House, in an effort "to place in clear perspective the role of all television in our society." He spoke at the 20th anniversary dinner of the Radio and Television Executives Society at the

Harling to Study Gavelmeter Effects

Philip F. Harling, chairman of Theatrical Owners of America's anti-pay TV committee, will go to Etobicoke, Ont., this weekend to observe the operation of the Famous Players-Canadian's gavelmeter. He will hold a press conference.

TELEVISION TODAY—page 5

'Mature Themes' in Motion Pictures Defended by Rorex, of Texas Compo

Special to THE DAILY

DALLAS, Tex., March 10.—A defense of the use of "mature themes" in motion pictures was made by Kyle Rorex, executive director of Texas Compo, who said the public "has put its stamp of approval" on some of these films. The evidence, he said, lies in the business the films have done at the box office.

LATO Sets Membership Drive Meeting Series

Special to THE DAILY

NEW ORLEANS, March 10. — A series of regional meetings will be held by officers of Louisiana Theatre Owners, the new exhibitor organization, throughout the state starting Monday in a membership drive. Officers to be on hand include L. C. Montgomery, president; Sammy Wright, secretary; Gene Calongne, treasurer; Teddy Solomon, board member, and possibly others.

The Monday meeting will be in Baton Rouge in the Capitol House Hotel with Charles Bazzell and T. G.

Argentine Festival Now in Full Swing

By MARTIN QUIGLEY

MAR DEL PLATA, March 10.—Official inauguration of the second International Argentine Film Festival was held at midnight last night at a dinner in the Hotel Provincial. Speakers included Dr. Luis McKay, Argentine secretary of education; Justice Enzo Ardigio, head of the festival; and P. J. Frogerais, head of the Internacional Film Producers Ass'n.

Festival screenings began Tuesday

Urges N. Y. Legislators Be Advised Of Facts Regarding 'Classification'

Special to THE DAILY

ALBANY, N. Y., March 10.—The legislature should have the advice of the State Education Department "and other interested groups," on the Younglove-Duffy film classification bill Assemblyman Daniel M. Kelly, Manhattan Democrat, asserts.

Kelly, who had stated before the measure was favorably reported by the assembly education committee, his belief "it is a good bill and stands an excellent chance of being sent to the floor for action in this house," declared, "the legislature should have the advice of an administrative agency in a case like this."

"It is important that members

Rorex spoke before civic, parent-teacher and church groups in both San Antonio and Arlington. "The movie industry is among the last in the communications media to adopt

(Continued on page 4)

Doff Defends Rooney Against 'Adam' Charge

From THE DAILY Bureau

HOLLYWOOD, March 9. — Red Doff, president of Fryman Enterprises and producer of the Mickey Rooney starrer, "The Private Lives of Adam and Eve," charged that executive producer Albert Zugsmith was entirely responsible for those sequences of the Universal-International-

(Continued on page 4)

Find Drive-Ins Patrons Have Higher Incomes

Special to THE DAILY

CHICAGO, March 10.—The above-average purchasing power of people who frequent drive-in theatres was revealed today with the release of a study on the drive-in audience conducted last year under the supervision of Dr. Stuart Henderson Britt, professor of marketing, Northwestern Uni-

(Continued on page 3)

'Big Trouble'

Bids Showmen Demand Toned Down Films

Lawler Tells K.C. Meeting Ads Are Largely to Blame

Special to THE DAILY

KANSAS CITY, March 10.—Exhibitors were urged to band together and demand that Hollywood films be toned down in an address by Senn Lawler, former president and general manager of Fox Midwest Theatres, at the concluding luncheon meeting of Show-A-Rama at the Hotel Continental here yesterday.

Speaking on the subject, "The Threat of Censorship of Movies and Advertising," Lawler, who retired about four years ago, predicted that exhibitors are in for "big trouble."

"Viewing the situation as a member of the general public and not as a member of the trade," Lawler said, "I see you exhibitors caught in the mid-

(Continued on page 3)

U.S. Case Method In TV Trial Hit

By SAUL OSTROVE

Judge Archie O. Dawson, growing more impatient with trial delays each day, said yesterday that the government's anti-trust television "block-booking" suit against six industry companies was being damaged because the prosecution was attempting to introduce evidence not admissible according to pre-trial interrogatories.

Introduction of such evidence in

(Continued on page 5)

Prepare Findings on Pa. Censor Law Trial

Special to THE DAILY

HARRISBURG, March 10. — The six-judge Commonwealth Court here which on Tuesday and Wednesday heard the theatres' and film distributors' challenge of the constitutionality of the state's new censorship law has

(Continued on page 2)

know what the education department thinks of the Younglove Act. The elucidation of the department's position would be helpful to the legislature in the latter's determination of what course to pursue on such an important but debatable matter."

Kelly thought the bill had an excellent chance of adoption by the as-

(Continued on page 5)

PERSONAL MENTION

LEO JAFFE, Columbia Pictures first vice-president and treasurer, has returned to New York from the Coast.

DAVE BADER, president of Durham Telefilms, left here yesterday for Canada.

ARTHUR ELLIS BENJAMIN will become a Bar-Mitzvah tomorrow at the Congregation Sons of Israel, Woodmere, L. I. He is the son of **SEWARD I. BENJAMIN**, a vice-president and secretary of United Artists.

PHILIP A. WAXMAN, producer, has arrived in New York from Hollywood.

SAMUEL GOLDWYN, JR., has left New York for Europe.

SPENCE STEINHURST, of Capital Releasing Corp., Atlanta, has returned there from Charlotte.

MRS. SAM MAPLE has given birth to a son in Atlanta. Father is operator of the Lincoln Theatre, Bessemer, Ala.

ALBERT PETRY, owner of the Mesa Theatre, Pagosa Springs, Colo., is recuperating following hospitalization at Del Norte, Colo.

Prepare Findings

(Continued from page 1)

granted 20th Century-Fox, plaintiff in the distributors' case, 10 days in which to prepare and file its findings of fact and conclusions of law.

It has the same time in which to file reply briefs, should it wish to do so.

A decision in the case is not expected until at least three weeks thereafter. Both exhibitor and distributor plaintiffs will appeal to higher courts in the events of an unfavorable decision. In the meantime, the new censor board has been directed by the state attorney general to refrain from licensing films under the contested statute.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"HOME FROM THE HILL"
Starring
ROBERT MITCHUM • ELEANOR PARKER
A SOL C. SIEGEL PRODUCTION
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and ON THE GREAT STAGE "MUSIC BOX PARADE"

Pa. Censor Law Edict Requires Study: Sohn

Special to THE DAILY

HARRISBURG, Pa., March 10.—Judge Walter R. Sohn today said he won't be rushed on the task of writing the decision of Dauphin County court on the legality of Pennsylvania's new motion picture control act.

"This is a difficult question," the jurist said. "I am not going to be rushed into writing an opinion in this case until all the facts have been gone over thoroughly."

Sohn and five other judges heard arguments Wednesday in two suits brought by the industry challenging the constitutionality of the law enacted last Sept. 17.

Constitutionality is being challenged in suits brought by 20th Century-Fox and William Goldman Theatres, also Pennsylvania Association of Amusement Industries, Philadelphia.

Favors Some Regulation

"I've seen in movies and on TV scenes of pistol-whipping, and have wondered if any act could be written to circumvent this," Sohn said in indicating it would be "some time" until he wrote the decision. "I can clearly see that there ought to be some regulation, but the question here is whether this law is properly written to do it."

Harold E. Kohn, representing the Philadelphia interests, attacked the law as "carelessly, poorly and recklessly" written at the hearing earlier this week, while Attorney General Anne X. Alpern defended it as "masterfully written."

Arlin M. Adams, another Philadelphia attorney, represented 20th Century at the hearing, literally taking the act "to pieces."

Constitutionality Prime Factor

Sohn said that while he sympathized with the state's attempt to prohibit showing of wholly objectionable movies, the question that must be decided is whether the act as now written, is constitutional and in accord with findings by the U.S. Supreme Court in similar cases.

Pennsylvania's 1915 censorship law was ruled unconstitutional as "vague" by the State Supreme Court in 1956. The new law re-defines the term "obscenity" to meet objections raised by the court; Miss Alpern claimed the new definition was lifted from the language of the U.S. Supreme Court.

The 1959 law sets up a three-member board which is headed by Peter Dana, Pittsburgh, retired distribution executive, and can require 48-hour notice of the first showing of a film.

After that, it is empowered to review the film for possible violations of the obscenity provision or a clause prohibiting showing to children under 17 years films portraying criminal activity as acceptable conduct.

Role of Federal Mediator Clarified by SAG's Dales

From THE DAILY Bureau

HOLLYWOOD, March 10.—John L. Dales, national executive secretary of the Screen Actors Guild, in response to queries from press regarding tomorrow's meeting between SAG and the Association of Motion Picture Producers, today issued the following statement:

"Screen Actors Guild called in the Federal Mediation Service. Jules Medoff of this service, proposed that a meeting be held with the major producers on Friday at 2 P.M. and the guild accepted. Mr. Boren of AMPP, later proposed that a meeting be held without the actual presence of the Federal mediator. We telephoned Medoff, who approved that arrangement."

Order Ft. Worth License 'God Created Woman'

Special to THE DAILY

FT. WORTH, Tex., March 10.—The Honorable Jack M. Langdon, Judge of the 17th District Court of Tarrant County, Texas, has entered judgment in favor of Empire Pictures Distributing Co., and Kingsley International Pictures Corp. against the City of Fort Worth, enjoining the defendants from interfering with the exhibition and licensing of the motion picture "And God Created Woman" in the City of Fort Worth as adult entertainment.

The ease was originally brought in the United States District Court and appealed to the Fifth Circuit Court of Appeals which reversed the District Court's holding, remanding the case for trial in the State court. The picture was under license to Interstate Circuit and will now be shown in Fort Worth as soon as a date can be arranged.

Md. TOA Meet Off

BALTIMORE, March 10.—A membership meeting of the Theatre Owners Association of Maryland scheduled for today had to be postponed until March 17 because of difficult traffic conditions following a heavy snow storm last night and today.

Walton Back at RKO

Ed Walton, vice-president of RKO General, Inc., after a year's leave of absence, has returned to RKO in charge of domestic theatrical distribution. Walton has been with RKO General for seven years.

Beck on 'Package'

Myer P. Beck has been named producer's representative for Stanley Donen's forthcoming Columbia Pictures release, "Surprise Package."

Strike Effect

(Continued from page 1)

penditures of all kinds, halting of traveling not absolutely necessary, restrictions on expense accounts and policies covering hiring which, in main, prohibit replacements to fill vacancies which occur in the normal course of business.

In the main, no unnecessary expenses of any kind can be incurred and in many instances authorization now must be obtained in advance of expenditures which heretofore were regarded as routine.

Only Essential Expenditures

One company official described policy thusly: "We are not to incur any expenses whatever that are absolutely necessary."

No actual lay-offs of personnel salary cutting among executives occurred insofar as could be learned but several officials said such measures are possible if the strike is prolonged. "We hope there will not be a long strike," said one. "But if there is, we will have to be prepared."

All-Media Drive Set For 'Fugitive' Bow

United Artists is launching a three-way saturation newspaper advertising radio and television and music campaign in the metropolitan New York area for "The Fugitive Kind," which will be the next attraction at Astor Theatre on Broadway.

Main elements of the campaign are a full-scale newspaper drive to begin two weeks before the opening of the UA release, coupled with intensive schedule of radio-TV spots and a disc jockey and record promotion blanketing the New York northern New Jersey and Connecticut areas.

Germany Liberalizes Film Import Rules

The Motion Picture Export Association here has been advised that the German Federal Economics Ministry has liberalized arrangements for the importation of American films. At present there is a gentlemen's agreement among MPEA member companies to hold the number of films sent to Germany to 200 a year.

Details of the new arrangements expected soon from Leo Hochstetler, MPEA representative in Germany.

SITUATION WANTED

Executive Secretary. Experienced major motion picture company secretary to world-wide sales executives.

Box 38, MOTION PICTURE DAILY
1270 6th Ave., N. Y. 20

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TENT TALK

Variety Club News

NEW ORLEANS — Tent No. 45 extended its current membership to March 17. The extension was made as a result of a temporary presence of influence, also because of evening weeks of Mardi Gras festivities.

C Reports Trading Industry Executives

From THE DAILY Bureau

WASHINGTON, March 10. — Theurities and Exchange Commission reports that Victor M. Carter, an officer and director of Republic Pictures Corp. sold 32,300 shares of common in January. This leaves him with 315,420 shares.

Roger W. Hurlock, a director, bought 200 shares of Allied Artists Pictures in January, bringing his holdings to 19,000. Albert Zugsmith received 8,100 shares through bequest inheritance in January, giving him a total of 144,100.

Milton R. Rackmil, as co-trustee, officer and director of Decca Records, Inc., added 200 shares to account in January, bringing the total to 11,600.

J. Douglas Nolan received a bonus of 250 shares of Filmways, Inc., in January, giving him 2,351 shares. Harold B. Sage got a bonus of 200 shares and held 9,305 shares at the end of January. Both are officers of the firm.

Nathan Cummings, a director, acquired 700 shares of Loew's, Inc., common in January, bringing his holdings to 58,300. William H. Harrison, officer, acquired 100 shares, his total holdings.

Fisch Hotels, Inc., acquired 64,500 shares of Loew's Theatres, Inc., during January, bringing the firm's total to 549,300.

PGA Extends Pact with Independent Producers

From THE DAILY Bureau

HOLLYWOOD, March 10. — The Writers Guild of America has extended until March 26 its contract with about 100 independent television film producers who are affiliated with the Association of Television Film Producers in order to open negotiations for new contracts. The present contract was scheduled to expire on March 12.

A preliminary meeting was held today with representatives of this group and other meetings are scheduled for next week.

from Fox in April

Five pictures will be released by the Century-Fox in April; "Wild Boy," "Masters of the Congo Jungle," "Wake Me When It's Over," "Blame Over India," and "Valley of the Redwoods."

Calls for Toned Down Films

(Continued from page 1)

dle, between the devil and the deep blue sea. You no longer are in a business catering to the family trade. You are offered product with themes emphasizing incest, rape, homosexuality, pre-marital and extra-marital relations, adultery, even abortion. Not exactly the sort of entertainment parents take their children to see on weekends."

Points to Authority

Admitting that exhibitors have little or no control over this situation, Lawler pointed out that showmen can exercise authority in the matter of advertising.

"I would suggest," he said, "that more than half of the criticism of pictures by sensitive, biased or bigoted people can be traced to advertising. The people who call the newspaper or exhibitor about indecent or suggestive advertising in 90 per cent of instances never see the picture that is complained about. You can do some-

thing about this. Simply don't use advertisements that prompt criticism."

The second speaker on the luncheon program, winding up the three-day convention, was Fred Souttar, vice-president and a district manager of Fox Midwest Theatres, who discussed the forthcoming Academy Awards telecast and urged the exhibitors to co-operate.

Ben Marcus Absent

Ben Marcus, past president of Allied States, who was scheduled to be the third speaker, was prevented by a snowstorm from reaching Kansas City.

Five new directors were named to the board of the United Theatre Owners of the Heart of America, the sponsor of Show-A-Rama. The men are M. R. Souttar, Glen Dickinson, Jr., Kansas City; A. B. Sher, of Exhibitors Film Delivery; Jay Wooten, Hutchinson Kans., and Stanley Durwood, Kansas City.

Drive-in Study

(Continued from page 1)

versity. The study, carried on with matched consumer panels in all parts of the United States, was sponsored by the Theatre-screen Advertising Bureau, an association of the companies which produce and distribute filmed commercials shown in theatres.

The study revealed that the increasing number of people who attend drive-ins—there are now more than 4,000 drive-ins compared with approximately 300 in 1946—generally enjoy a higher standard of living than those who do not attend drive-ins. Purpose of the study was to determine if the audience of the drive-in theatre is as substantial in character to the advertiser as the overall population.

Says Results 'Gratifying'

A Theatre-screen Advertising Bureau spokesman said results of the study were "gratifying but not unexpected." He added that while "many people have looked upon the drive-in theatre as a trysting place for juveniles, those who have been close to the drive-in have watched this audience become a stable, family market."

LeRoy C. of C. Speaker

HOLLYWOOD, March 10.—Mervyn LeRoy will be the guest speaker Monday at a meeting to be held by the film industry division of the Hollywood Chamber of Commerce. The event will be held at the Knickerbocker Hotel here. LeRoy will discuss problems and trends in the motion picture industry today.

Lazarus Returning

HOLLYWOOD, March 10. — Paul Lazarus, Jr., Columbia Pictures vice-president, will return to New York over the weekend, following a series of meetings here with Samuel J. Briskin, Columbia's vice-president in charge of west coast activities.

NT&T Dividend Set; Cantor Clarifies Policy

From THE DAILY Bureau

LOS ANGELES, March 10. — The board of directors of National Theatres & Television, Inc., meeting today declared a two per cent stock dividend on the common stock, payable April 30, to stockholders of record April 1, 1960. Currently there are 2,705,699 shares of common stock outstanding.

The company previously paid a two per cent stock dividend on Feb. 16, 1960, in line with the board's announced change in the company's dividend policy from cash to stock dividends in order to utilize cash for future growth and expansion of NT&T, president B. Gerald Cantor stated.

Cantor also stated that the board indicated any future stock dividends would be considered on a semi-annual basis in order to minimize expenses in connection with issuance of stock dividends. The next meeting at which the board will again consider stock dividends will be held in October of this year, he said.

Walter Mirisch Heads Coast Charities Group

From THE DAILY Bureau

HOLLYWOOD, March 10.—Walter Mirisch, representing the Screen Producers Guild, was elected president of Motion Picture Permanent Charities for the ensuing year at the MPPC annual meeting today. He succeeds television producer Hal Roach, Jr.

Other officers elected for one-year terms are: E. L. De Patie, representing the executive producer group, vice-president; Sidney P. Solow, Allied industries division, secretary; and George Slaff, treasurer.

Solow, in addition to his post of secretary, was also named campaign chairman for second straight year and will head 1961 industry-wide drive which will be conducted later this year.

PEOPLE

Mannie Friedman, a veteran of 23 years in exhibition, most recently with the Schine Theatres in Rochester, N. Y., has been named manager of the Hellman Theatre, Albany, N. Y.

Sena Starr, formerly with Grey Advertising Agency, has joined the staff of Zenith International Films here.

Edward S. Redstone, vice-president of Northeast Drive-in Theatres, Inc., has been reappointed theatre chairman for the Combined Jewish Appeal Drive in that area.

Morrison Buell, who has been a booker for 20th Century-Fox in Minneapolis, will take over the position vacated by Dean Lutz, who has been transferred to Detroit, where he will serve as a city salesman.

Murray Lipson, supervisor of the five suburban houses of Community Theatres, Hartford, has been named general manager of the circuit, succeeding Paul Macbeath, who has resigned to accept another assignment in Boston. Lipson currently leases the Majestic Theatre, West Springfield, Mass., and has appointed Gary Hochberg as house manager.

H. E. McManus, Toledo theatre manager who has accepted an executive post with Smith Management Co., St. Louis, will be guest of honor at a farewell dinner to be held March 15 at the Willard Hotel, Toledo, sponsored by the Toledo Theatre Management Association, of which he is vice-president.

Carl Schaffer, owner of the Dakota Theatre, Sturgis, S. D., has purchased from the Black Hills Amusement Co. the Belle Theatre, Belle Fourche, S.D.

Robert Mortensen, has been named manager of the Rialto Theatre, Windsor Locks, Conn., succeeding Daniel Legasse, who has resigned.

C. A. Crute is closing his Lyric Theatre, Huntsville, Ala., for three weeks during which he will have the house renovated.

Ralph Pries, executive of the Berlo Vending Co., Philadelphia, has been elected president of the Main Line Reform Temple-Beth Elohim.

Dave Weinstein, manager of the Beach Theatre, Atlantic City, N. J., was the guest speaker at the monthly meeting of the Atlantic City Optimist Club. He spoke on the "The Advancements of the Motion Picture Industry."

Raymond G. Nemo, for many years advertising and publicity representative for major distributors, has formed Nemo Advertising, Cincinnati.

LEADERSHIP

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from *Editorial Enterprise plus Journalistic Responsibility.*

These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. They are basic to the meaning of the phrase—*All the News That Is News*—in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed in the masthead.

They require that MOTION PICTURE DAILY's entire field of interests be constantly observed with knowledge of the business necessary to appreciate the significance to it of event and opinion . . . and that reports of everything newsworthy be verified for fact, and for authentic interpretation of fact. This process produces news—not rumors, not mere reports, but news—all of it that is news!

This isn't doing it the easy way. This way takes nation-wide, even world-wide reportorial resources. It requires editorial acumen, persistence, integrity.

To pursue facts resourcefully, appraise them knowledgeably, verify them responsibly—that is MOTION PICTURE DAILY's way. It is imposed on personnel as the source—and the price—of leadership.

MOTION PICTURE DAILY

ALL THE NEWS THAT IS NEWS

CONCISE AND TO THE POINT

Would Relieve Troopers Of Theatre Inspection

Special to THE DAILY

ALBANY, N.Y., March 10. — Sent to Governor Rockefeller for action, after approval by the Senate and Assembly, was a budget bill which amends Section 472, Labor Law, to provide that the industrial commissioner, instead of the State Police, shall enforce the provisions relating to inspection of places of public assembly outside of cities, where there is no local enforcing authority.

The transfer of inspection power was recommended by Governor Rockefeller, in order to free state troopers for other duties.

NCCJ Brochure Urges Fair Political Campaign

The motion picture division of the National Conference of Christians and Jews is distributing a special brochure to theatres and film companies titled "1960—For a Fair Campaign," as part of the film industry's Brotherhood drive for this year.

Prepared by the NCCJ, the booklet outlines standards for political campaigns in a code for candidates provided by the national Fair Campaign Practices Committee. The code condemns campaign materials, practices, policies and appeals based on race or religious prejudices.

Mackendrick Off 'Guns'

Alexander Mackendrick, director of Carl Foreman's "The Guns of Navarone," has withdrawn from the production for medical reasons. He had recently suffered a severe back ailment. Foreman now is seeking a replacement in London. Shooting on the film is scheduled to start March 21 in Greece.

'Nude' Strong in Capital

"Nude in a White Car" opened at the Plaza Theatre in Washington, D.C., on Wednesday of this week. In spite of a severe snow storm, the film grossed \$1,590, a house record for an opening day, it was reported here yesterday by Richard Brandt, president of Trans-Lux Distributing Corp.

Detroit Likes 'Lady'

Ansark-George Sidney's "Who Was That Lady?" a Columbia release, opened March 9, at the Michigan Theatre in Detroit to the biggest business for a weekday premiere in over a year and a half, it is reported. Gross for opening day was estimated at \$3,024.

\$566,000 'Fisherman'

Buena Vista's "The Big Fisherman" scored a combined total gross of \$566,000 in five days in its 73-theatre metropolitan New York engagement. Participating theatres included those of the RKO, Skouras, Century and Randforce Circuits and independent houses.

Mature Them

(Continued from page 1)

the adult attitude in dealing today's problems in life," he

Praising the industry's self-improvement regulation through the MPAA Production Code Board, Rorex pointed out the importance of this body supervising films to maintain a level of good taste on all subjects treated for screen entertainment.

"It is ridiculous for anyone to think that all motion pictures must be made to fit a common age or mental level when we are trying to please the amusement appetites of over 100 million people in the United States alone," Rorex said "therefore, producers in Hollywood will continue to make ample films for the faintest of the young people and at times pictures for the adult mind."

Says Supervision Is for Parents

Rorex said later that the majority of women and men attending the meetings agreed that movies should be allowed to "grow up" in treating certain subjects on the screen. He vowed that supervision for selected movies for children and young adults was the responsibility of parents.

"Our patrons know there is a change going on in our pictures and they want to know the why and wherefore for it, and that is why we must take the time to explain to them the reason behind the change," Rorex said.

Doff Defends Rooney

(Continued from page 1)

al release which were objectionable to the Legion of Decency.

Doff stated that three weeks before he started shooting, he caused the signing of two writers, Hal Biller and Austin Kalish, to re-write certain sequences he and Rooney considered objectionable, and that Zugsmith refused to allow but a minor percentage of desired changes.

Doff further charged that Zugsmith failed to tell the truth to Ed Muhl, U-I production chief, insisting that Rooney had personally directed those scenes which caused the Legion to give the film a 'C' rating. The fact is, Doff stated, that Zugsmith was director of the objectionable sequences.

Doff wired Milton Rackmil, Legion's general president, stating neither he nor Rooney had ever been officially named in the Legion action and he wanted to read about it in trade publications. He congratulated Rackmil on his action in recalling 150 prints and exchanges to eliminate undesirable sequences.

TOA's Harling

(Continued from page 1)

ference here next Thursday to discuss his findings with particular attention to the effect of toll-TV on the picture theatres in the Telemeter area. TOA headquarters here reported yesterday.

**al 'Oscar' Ballots
in Mail Today**

nal ballots to determine the best on picture achievements of 1959 25 categories for which "Oscars" presented, will be mailed today more than 2,100 active members the Academy of Motion Picture and Sciences. The ballots must returned by midnight, March 26, Rice Waterhouse & Co., interna- accounting firm, where they be tabulated and the winners es placed in sealed envelopes. ne envelopes will be opened the ing of Apr. 4 on the stage of the ywood RKO Pantages Theatre, re a national television and radio ence.

**ve to Extend Life of
unglove Committee**

Special to THE DAILY

LBANY, N.Y., March 10. — Con- tion of the life of the Joint Com- on Offensive and Obscene mate- which is sponsoring the Young- Duffy bill proposing the classifi- on of pictures as "approved for mage by children attending the entary and secondary schools of state," is provided in a resolution duced by the rules committee. ne resolution, calling for a new opriation and the use of any pended balance from the 1959- ilotment, extends the committee's to March 30, 1961.

avorable action by both houses is idered certain. ssemblyman Joseph R. Younglove, stown Republican, is chairman of joint committee.

TO Membership

(Continued from page 1)

mon co-chairmen. On Tuesday, andria, Bentley Hotel, John Lus- and Doyle Maynard, co-chairmen; nesday, Monroe, Paragon Club, Heard and Jim Cash; Thursday, veport, Club Beck Building, O. Harrison and Joy Houck. On Fri- March 18, Lafayette, Poorboys rside Inn, George Baillio, Matt dry, and Frank DeGrauw.

ll luncheons start at noon. On nesday, March 23, there will be cketail party at the Variety Club ew Orleans. Host will be the Joy are with Sammy Wright and re Woods as co-chairmen.

ATO proposes to take action on a matters as censorship, unfair ation, trade practices, and legisla- bills, among others.

irisch Buys 'Image'

OLLYWOOD, March 10 — Mo- picture rights to "The Constant ge," Marcia Davenport's current el, have been acquired by the risch Company, it is announced by old Mirisch, president of the or- zation, which will make the pic- e for United Artists release.

Classification Television Today

(Continued from page 1)

sembly. If this happened, it would be necessary for referral of the measure to a Senate committee, provided that House's education committee had not previously reported the companion Duffy Bill.

Stressing again his opposition to censorship, as such, Kelly called the act's plan of authorizing the education department's motion picture division to classify films as approved for pa- tronage by children attending the ele- mentary schools of the state "a sound and admirable one."

The division, if empowered by the regents, could also award to the pro- ducers, exhibitors or distributors "a seal or other appropriate evidence of its approval."

Conklin Urges Clarification

Meanwhile, Senator William T. Conklin, Brooklyn Republican and sponsor of two film classification bills, said the public does not appear to understand fully the idea of "classifica- tion." A campaign of education may be necessary, he indicated.

"We are not trying to impose censor- ship, to interfere with freedom of speech, or with any other freedom," Conklin declared. "We are simply try- ing to protect the unsuspecting peo- ple from smut and filth."

Conklin, with Assemblyman Luigi R. Marano, also a Brooklyn Republi- can, introduced the first film-classifi- cation measure in 1957. One of two he currently advocates is the original.

Also planning to make an appeal for Senate Education Committee action is Senator Thomas A. Duffy, Long Island City Democrat and co-sponsor of a measure for classification of pictures.

**Council of Churches
Endorses Film Bill**

ALBANY, March 10.—The legisla- tive commission of the State Council of Churches (Protestant) filed today a memorandum endorsing the Young- love—Duffy film classification bill as one which "has a positive approach to a difficult problem and should receive our support."

This is believed to be the first time the legislative commission has com- mended a film classification measure, the decision to do so being reached after an extended discussion at a meeting held here Tuesday.

The Rev. Theodore L. Conklin, of Syracuse, associate general secretary of the council, filed the statement of approval for the commission. Rev. Leon Adkins, Jr., of suburban Newton- ville, is commission chairman.

Argentine Festival

(Continued from page 1)

night at the Opera and Ocean Rex Theatres, following tumultuous recep- tion of the numerous film delegations.

Fred Kohlmar's "The Last Angry Man," the official U.S. entry in the festival, will be screened Friday night. Film is a Columbia release.

**TV Booking Doerfer Resigns;
Ford Heads FCC**

(Continued from page 1)

New York Federal Court yesterday prompted not only angry attention from the judge, but also denials of impropriety from Leonard Posner, De- partment of Justice trial attorney, and a charge by Louis Nizer, one of 14 defense attorneys, that the government was trying to pull a switch without notifying its opponents. Defendants are C & C Super Corp., Loew's, Inc. (M-G-M), Screen Gems, Associated Artists, United Artists and National Telefilm Associates.

Judge Dawson finally sustained Nizer's objection and instructed Pos- ner to withhold evidence he had gath- ered from other than his original inter- rogatories. The judge added that be- cause the prosecution had not offered supplemental interrogatories to the de- fense, it was bounded more securely than it obviously would like to be.

However, the court also noted that during cross-examination of the third government witness, Thomas Jones, formerly program director and film buyer for WTOP-TV, Washington, D.C., defense attorneys were glossing over the real issues by making labori- ous speeches and dwelling on techni- calities.

Jones said that in negotiating con- tracts for picture rights with all de- fendant companies, he had been advised he was required to purchase films in bulk, and frequently he was required to buy "less desirable" films in order to get top product.

**TV Code Board to Have
New York City Branch**

From THE DAILY Bureau

WASHINGTON, March 10. — The Television Code Board of the Nation- al Association of Broadcasters has decided on an expansion of its opera- tions. It will open an office in New York City as soon as possible and ex- pand its Hollywood and Washington operations.

The New York office will be headed by one of NAB's assistant directors of TV affairs. Its main job will be liai- son with networks, advertisers, and advertising agencies.

The Television Code staffs in Hol- lywood and Washington each will be increased by one executive.

NAB Names Revercomb

WASHINGTON, March 10.—Eve- rett E. Revercomb has been named acting administrator of the National Association of Broadcasters. He is its secretary-treasurer. NAB's board of directors will appoint a committec of about 10 people to select a suc- cessor to the late Harold E. Fellows. Revercomb will serve until Fellows' successor is chosen.

From THE DAILY Bureau

WASHINGTON, March 10. — Fed- eral Communications Commission chairman John C. Doerfer resigned today, effective March 14. The White House announced that his successor would be Commissioner Frederick W. Ford.

Doerfer, who has been under fire for accepting the hospitality of broadcasters, said in his letter of re- signation that he did not feel that his social relationships with broadcasters had imperiled either his own integ- rity or that of any industry member. He added that he resigned "to avoid possible embarrassment" to the Pres- ident and the Administration.

'Wise,' Says Eisenhower

In accepting the resignation, Pres- ident Eisenhower commented that this was a "wise" decision. The President added that Doerfer had, while on the FCC, "served tirelessly, loyally, ef- fectively—and with dedication."

Congressional comments indicated that Doerfer resignation was welcome.

Chairman Harris (D., Ark.) of the legislative oversight subcommittee in- vestigating "payola" in the broad- casting industry, said he was "not surprised" at Doerfer's "wise deci- sion."

Approved by Mack

The subcommittee's second-ranking member, Peter Mack (D., Ill.) agreed that Doerfer did well in acting "to avoid embarrassing the President."

Rep. Walter Rogers (D., Tex.) com- mented that "it is very well things have taken this turn."

Sarnoff Proposes

(Continued from page 1)

Waldorf-Astoria Hotel where he was presented with the Society's first Gold Medal Award for outstanding achievement in broadcasting.

Sarnoff, chairman of the Radio Corp. of America, said that television, in terms of specialized services for minority tastes, is approaching a growth phase comparable to that of the mass-appeal program service a decade ago. But he warned that if these services are to be fitted into a "proportioned spectrum of television for the mass and for the minority," the industry must first "penetrate the curtain of intellectual distrust and misunderstanding" of the current service.

Sees Unity Fostered

He suggested the annual confer- ences as an initial step in bringing together leaders of all areas of Amer- ican thought with industry represen- tatives in a joint effort to fashion a properly proportioned service.

LET'S GET THE FACTS STRAIGHT

The Screen Actors Guild strike against the major producers is nearly a week old.

What are the facts at this time? They are:

1. The producers have offered the actors a pension plan.
2. They have offered a health and welfare plan.
3. They have offered salary increases.
4. The sum total of these offers to the actors would result in the payment of millions of additional dollars.
5. The producers have offered to continue negotiations on these proposals.

The producers did not, and do not, want to stop production.

They did not, and do not, want to lay off thousands of employes.

THEY DID NOT, AND DO NOT, WANT A STRIKE

They want to negotiate an equitable agreement.

The guild called the strike.

The studios will reopen immediately if the guild stops the strike.

This ad is one of a series placed as an industry service by The Association of Motion Picture Producers.

MOTION PICTURE DAILY



57, NO. 49

NEW YORK, U.S.A., MONDAY, MARCH 14, 1960

TEN CENTS

from Coast

Film Supply ure to Get orse: Pickus

rs Most Must Be Gotten om Pictures Available

Exhibitors were warned by Albert Pickus, president of Theatre Owners of America, on his return from West Coast Friday that they face shortage of product more acute than before, due to the Hollywood

Pickus said that while he was in Hollywood for a meeting with the Motion Picture Producers Guild, he talked with exhibitors, producers and studio heads and convinced they all wish to settle the strike as soon as possible.

But until the settlement of this strike and for some months to come," he said, "exhibitors will be faced with shortage of product somewhat more acute than before. They will have to double their efforts to get all possible revenue from the existing short supply of pictures."

Pickus and TOA's exhibitor-producer liaison committee met with an SPG (Continued on page 2)

Flaherty Cited in Competition

Twentieth Century-Fox's documentary "Masters of the Congo Jungle" won honorary mention in this year's Robert H. Flaherty competition. The award equals second prize in the contest.

Produced under the auspices of Leopold III of Belgium, "Masters" won the *Parent's Magazine* award for family entertainment, and *Seventeen* magazine's "Picture of the Month" award for February.

"Masters of the Congo Jungle" was produced by the International Science Foundation on location in the Belgian Congo.

Defense Wins Major Point in TV Trial As Judge Limits U. S. Questioning

By SAUL OSTROVE

Six industry companies charged with "block-booking" their films for television sale won a major procedural point in New York Federal Court Friday over strenuous objections by Leonard Posner, Department of Justice trial attorney.

Judge Archie O. Dawson ruled for the defendants that the prosecution will not be permitted to elicit from witnesses testimony not covered in interrogatories answered before trial. The court contended that Posner's staff had "years" to prepare properly for trial and could not now introduce post-interrogatory evidence. The judge advised Posner to spend the weekend preparing supplemental interrogatories so that when court con-

(Continued on page 2)

Decca's 1959 Net Is \$2,321,923; Meet Set

Decca Records, Inc. reports consolidated net income for 1959 of \$2,321,923, equal to \$1.81 per share on 1,285,701 outstanding shares. The result presumably includes a year end dividend of \$1 per share paid by Universal Pictures Co. on 777,985 shares of its common owned by Decca.

In 1958, Decca earned \$2,776,382, or \$1.82 per share on the 1,527,401 shares then outstanding.

Milton R. Rackmil, president of Decca and Universal, said the record company's 1959 earnings were not as satisfactory as in the previous year (Continued on page 2)

'U's Official Quarter Net Is \$1,857,039

Universal Pictures Co. on Friday reported net earnings of \$1,857,039 for the 13 weeks ending Jan. 30, after provision of \$1,875,000 for Federal income taxes. After dividends on preferred stock, the first quarter earnings are equivalent to \$2.03 per share on the 893,390 shares of common outstanding.

Milton R. Rackmil, Universal president, told the annual meeting of the company's stockholders last Wednesday (Continued on page 2)

Fox Studio Personnel Is Reduced to 200

From THE DAILY Bureau

HOLLYWOOD, March 13. — Personnel at the 20th Century-Fox studio was reduced to 200 at the weekend when 300 additional workers were given temporary lay-offs due to the strike. Included in the Friday dismissals was the four-man casting department headed by Billy Gordon and Owen McLean.

Fox studio employees totalled 2,500 before the lay-offs began last week when 2,000 were given notice. Among those left are police guards and technicians in charge of laboratory prints.

Minimum Wage Talks May Resume This Week

From THE DAILY Bureau

WASHINGTON, March 13. — The Senate Labor Committee, whose deliberations concerning proposed changes in the minimum wage law have been cut off by protracted debate on the Senate floor, may resume consideration of the Kennedy (D., Mass.) bill this week.

The House Labor Committee still has not set a date for starting on minimum wage legislation, and it is expected to defer action until after the House has disposed of civil rights legislation.

Johnston Sees Nixon; Strike Not Mentioned

From THE DAILY Bureau

WASHINGTON, March 13.—MPA president Eric Johnston on Friday called upon Vice President Nixon at the Capitol. Johnston's chat with Nixon had been slated to take place some (Continued on page 2)

Seek to End Strike

SAG-AMPP, in Joint Bulletin, Cite 'Progress'

Schedule Another Confab Tuesday; Boren Pleased

By SAMUEL D. BERNIS

HOLLYWOOD, March 13.—A ray of hope has filtered through the smog of strike-smitten Hollywood as result of Friday's resumption of negotiations between the Association of Motion Picture Producers and the Screen Actors Guild.

Following a two-and-one-half-hour meeting, during which two caucuses were held, Charles S. Boren, executive vice-president of AMPP, and John Dales, national executive secretary of SAG, issued a joint statement to the effect that "sufficient progress had been made to justify a further meeting next Tuesday, March 15, at 2 P.M."

Boren also commented that "this is first time progress has been made."

SAG Meeting Held

Meanwhile SAG held a meeting here today at the Palladium Ballroom to discuss the guild's status in its first strike against theatrical productions.

Fred Kohlmar and Boris Kaplan, Columbia Pictures producers, while still on pay, were reported as the latest among the studios' production echelon to take accumulated leave.

Applications for unemployment insurance were filed by 2,200 studio employees during the week, with thousands more expected upon termination of vacation pay layoffs in the event the strike continues.

Among the pink slips handed out at the studios affected were four to publicists serving 20th Century-Fox. Previously, a total of 3,400 persons, including back lot and front office employees, directly affected by and connected with production were given a furlough at four major studios.

Pathé

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Complete facilities for every film
need in black and white or color



PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York at the weekend for Hollywood. HENRY H. "Hi" MARTIN, general sales manager, will leave here today for Charlotte, Jacksonville and Atlanta.

STEVE BROIDY, president of Allied Artists, will arrive here today from the Coast for a week of conferences before leaving for London.

EDDIE FISHER and ELIZABETH TAYLOR left here yesterday for a vacation in Jamaica, B.W.I.

KURT HOFFMANN, director, has returned to Germany from Hollywood and New York.

MRS. DUDLEY WILKINSON has given birth to a boy, ROBERT. Father is in the talent department at M-G-M.

Defense Wins Point

(Continued from page 1)

venes today the government may present its case within prescribed federal laws.

This roadblock confused the prosecution Friday. E. K. Jett, station manager and vice-president of WMAR-TV, Baltimore, was on the stand when the court ruled that he was not presently allowed to offer testimony beyond evidence concerning his station's film-buying negotiations with Loew's, Inc., (MGM), Screen Gems and Associated Artists Productions. Jett stepped down and was replaced as a witness by David V. R. Stickle, film and news director and news commentator for the same station.

After Stickle testified briefly, he was excused from the stand and ordered to return for cross-examination today. Posner then resumed questioning of Jett. Stickle had stated that his station had to purchase 67 "B" and "C" pictures to get from AAP a Warner package which also consisted of 33 "A" films.

✓check
with.....

national
screen
service

for the best in
SPECIAL TRAILERS

'Ben-Hur' to Hit \$5,000,000 Tomorrow

MGM's "Ben-Hur" will reach its first \$5,000,000 box office gross tomorrow, the company reported at the weekend. Ticket sales are now piling up at a rate of more than \$1,000,000 per month. Total attendance will pass the 3,000,000 mark tomorrow. The film opens in Cincinnati and Buffalo tomorrow, bringing the total number of cities in this country, Canada and Great Britain playing "Ben-Hur" to 27.

Decca '59 Net

(Continued from page 1)

due to the intense competition and upward trend of costs. However, there has been some improvement since the beginning of the current year, including greater representation of Decca's product on the best-selling records lists.

In his message to stockholders accompanying the annual financial report, Rackmil called attention to the improvement in Universal's operations last year, attributing it to production policy changes. He also expressed optimism over the company's outlook for 1960, and said he is hopeful for increased earnings from the Record Division as well.

Annual Meeting April 12

The annual meeting of Decca stockholders will be held on April 12 at the home office, with the reelection of six directors as the principal item of business. The directors nominated for reelection are: Rackmil, Leonard W. Schneider, executive vice-president of Decca; Martin P. Salkin, vice-president; Albert A. Garthwaite, Harold I. Thorp and Samuel H. Vallance.

'U' Official Quarter

(Continued from page 1)

day that earnings for the period would exceed \$1,850,000. The reported result compares with consolidated loss of \$864,575, after Federal income tax benefits of \$680,000 for the corresponding 1959 quarter. The operating loss was exclusive of a profit of \$3,676,510 net of taxes, resulting from the sale of the Universal studio.

'Song' in Beauty Show

Fashions and hairstyles from the forthcoming Columbia Pictures release, William Goetz' "Song Without End," The Story of Franz Liszt, highlight the 1960 International Beauty Show, being held at the Statler Hotel, today through Wednesday. Themed to the "Loved Look," this year's show takes its inspiration from the hairstyles worn by French stars Capucine and Genevieve Page in the film.

Film Supply

(Continued from page 1)

committee on March 2 in Hollywood. From there, he went to Kansas City, Mo., where he addressed the Show-A-Rama convention of the United Theatre Owners of the Heart of America last Wednesday. He returned to his home in Stratford, Conn., from here on Friday.

Pickus said that the meeting with the producers was most productive in that grounds for joint action was clearly evident. More meetings, he said, will be held.

Speaking of recent activities of what he termed "do-gooders and hostile interests," Pickus said their attacks "must be fought." It is the job of national exhibitor organizations because local units are not equipped to do it.

He said that TOA will pursue its plan to seek changes in the industry consent decree to permit former affiliated circuits to produce and distribute films with preemptive rights to help ease the film supply problem; to permit former affiliated circuits to buy independent operations when that is the only way an independent can salvage his investment, and to permit distressed affiliated and independent theatres to merge in order to remain in business.

Pickus added that TOA also will back negotiations with distributors as the best method of resolving grievances and eliminating mutual differences.

Johnston Sees Nixon

(Continued from page 1)

time ago, but the Vice President was compelled to defer it because he had to attend a meeting of the National Security Council.

Johnston said that his talk with the Vice President, which lasted for about half an hour, was a personal call and that it had nothing to do with the strike in the motion picture industry.

Zanuck Records 'Crack' Spots in 19 Languages

Darryl Zanuck will this week record a special message on his new film, "Crack in the Mirror," to be broadcast as radio spots in advance of openings of the picture. The message is to be recorded in 19 languages ranging from English, French, and Italian to Turkish, Swahili, and Hindustani. The broadcasts will stress the fact that the suspense film must be seen from the beginning for complete audience appreciation.

140 'Please' Dates

M-G-M has booked "Please Don't Eat the Daisies" into 140 key cities in April, it was announced by Jack Byrne, M-G-M vice-president and general sales manager.

PEOPLE

Eric Johnston, president of the Motion Picture Association of America, will address the 36th annual conference of the Child Study Association of America on March 21. His subject will be "The Responsibility of Mass Media in Our Time." The conference will be held at the Statler Hilton Hotel here.

William Burke, formerly in banking department of M-G-M in Minneapolis, has taken over his duties as office manager there. He replaces Howell Owens, who has been transferred to Jacksonville, Fla., office manager.

Lou Silverstein, who has been manager of the Fox Beverly Theatre, Hollywood, has been named by National Theatres to the management of the Vogue Theatre there. He succeeds Ralph Hathaway, who has been shifted to Fox West Coast's Cart Circle to supervise the roadshow engagement of 20th-Fox's "Can-Can."

Charles Beilan, one-time branch manager for Warner Brothers in Philadelphia, and more recently film buyer for the Merton and Shapiro theatres in that area, has been named Philadelphia branch manager for American International Pictures.

Cinema Lodge Elects Officers March 24

Election of a new president, vice-presidents, a treasurer and a secretary of Cinema Lodge B'nai B'rith will be held at a luncheon, in the C Room of the Hotel Astor, on Thursday, March 24, it was announced. Alfred W. Schwalberg, president, of the year commemorates the 21st anniversary of the founding of the lodge.

Martin Levine is chairman of nominating committee. Co-chairmen are: Jack Levin, Jack H. Hoffberg, Irving H. Greenfield, Saul E. Rogers and Robert K. Shapiro.

Policy on 'Can-Can' Is Scored by Allied

From THE DAILY Bureau

WASHINGTON, March 13.—In other of its series of bulletins criticizing the roadshowing of pictures, seeking quicker release of the 35 version of 70mm productions, the Allied States Association at the weekend attacked the announcement of policy for "Can-Can." The Association's Emergency Defense Committee at that Magna Corp. and 20th-Fox make "Can-Can" available in 35mm.



METRO-GOLDWYN-MAYER presents A SOL C. SIEGEL PRODUCTION

HOME

FROM

THE

HILL

is one of the GREAT Motion Pictures!



FROM THE PAGES OF THE RICH AND EARTHY NOVEL

THEATRE

book ads for the film feature advertising approaches: "big ti-ads (sample above) "character" (see page 5) and "story" ads (above). Each campaign approach is presented as a unit.



Gold Mine Lies Waiting in 'Hill'

NEW STARS IN THE MOVIE SKY! They're great in this picture and headed for stardom!



You'll meet George Peppard, George Hamilton and Luana Patten in "HOME FROM THE HILL" and you'll agree that these young personalities are STARS of the future. Their performances will soon be the talk of the nation.

THE RICH AND EARTHY NOVEL IS ON THE SCREEN!

the story of a young love that fought to live against a father's reckless past, a mother's possessive love and an unspoken secret the whole town knew too well!

METRO-GOLDWYN-MAYER A SOL C. SIEGEL PRODUCTION

Starring ROBERT MITCHUM GEORGE PEPPARD GEORGE HAMILTON EVERETT SLOANE LUANA PATTEN



ELEANOR PARKER

Screen Play by HARRIET FRANK JR. and IRVING RAVETCH Directed by VINCENTE MINNELLI Produced by EDMUND GRAINGER



Some day some husband is going to finish you — then what will I tell our son?

The two sons... both with the same blood, but only one with a name!

"I'll marry you, I'll be a good father to your child."

He followed the trail his father blazed until he stumbled upon the truth!

For good—or bad—every town has its "first family." Here it was the Hunnicuts, last of their lusty kind.

By FRANK STARZ

Advertising Director

Interstate-Texas

Consolidated Theatres

Numerous Means of Mining Treasure In MGM's Entertainment 'Lode'

THERE'S a rich mother lode in the "Hill," a sparkling deposit of entertainment. To mine it profitably is the problem. The potential box office dollars are there in such quantity to cause distributor and exhibitor to laugh all the way to the bank.

But how to extract the treasure?

Some have said that they favor the soft soap method, i.e., emblazon the motto: "One of the great motion pictures!"

Personally, I think the only way to hit pay dirt is through the use of "T. N. T." In other words, blast 'em with a barrage of copy, action and illustrations in newspaper ads, radio spots and TV trailers that will ignite the emotions and set off an explosion of desire to see the picture!

In sales approach, rock 'em with a tantalizing sprinkle of "Peyton Place," entice 'em with a smattering of "Giant" and capture 'em with a splash of "A Summer Place"—a conglomeration of ingredients that is proven catnip.

"Home from the Hill" has all these ingredients which have been put together with a touch to satisfy the taste of the mass of entertainment seekers.

Whet those appetites and your festive board will not have a vacant seat.

We propose to do so thusly:

1. Catchline copy devised to give ads, lobby displays and other advertising media a hard sell, which is really the core of this proposed campaign. . . .

"A lusty story of a lusty Texas family . . . a giant among their people!"

(Continued on following page)



Tie-up stills are available for ad and window displays. Illustrated is one of Luana Patten (above) for ladies sportswear and Robert Mitchum (left) for hunting equipment.

'New Faces' Play Big Part in Campaign for MGM

(Continued from preceding page)

"You live the lusty life with the Hunnietts of Texas, the biggest land owners along the Red River . . . Their loves! Their sins! The tragic violence!"

"The sins of the father are visited upon his family . . . the robnst living, rich land owning Hunnietts of Texas!"

"Here is a motion picture rich in the tradition of such outstanding entertainment milestones as . . . Giant . . . Peyton Place . . . and A Summer Place!"

It's got all the passion . . . all the hot drama and violence . . . all the fine production qualities of these unforgettable pictures . . . and then some!

2. An adults and mature young people only policy is necessary due to dialogue and story. Notice that we are including mature young people, not suggesting that the picture is recommended for adults only. This policy, while a protective measure for the theatre in its community relations, also is a positive sales angle.

3. New faces! Long an advocate of promotion of new talent in motion pictures, Interstate Theatres will diligently exploit this angle, cognizant of its importance to the future of our industry and the success of this particular attraction.

We were fortunate in this area in having two of the picture's

young performers — George Hamilton and Luana Patten — meetings with the press and exhibitors. Resultant publicity newspapers and on radio and TV is of great benefit to the forthcoming engagement of "Home from the Hill," because the youngsters made a fine impression.

However, this is like starting a race in front position and quitting at the three-quarter pole. A great finish of the race to tickets would now be for Hamilton, Miss Patten and George Peppard to meet the public in person from the stages of our theatres on opening days. And Robert Mitchum, who gives one of our greatest performances of his career, would enhance the opening due to his popularity of long standing.

Regardless, we are going to invite the public to meet the ascending new stars through various means, including the following:

(a) spectacular-size setpiece display in the theatre lobby consisting of bigger-than-life colored blowups with a bold headline. Adjacent to the blow-ups will be applied short biographies.

(b) attention will be called to the new personalities in newspaper ads through extra sales copy, and special stories and spots.

(Continued on opposite page)

Hollywood

By HEDDA HOPPER

Hollywood, Jan. 31.—George Peppard gave such a deft performance in "Home From the Hill" that he was given another fine role by Sol Siegel. He's an American who takes his wife to Italy in Irwin Shaw's "Two Weeks in Another Town" and promptly falls in love with an Italian beauty. They're trying to get Sophia Loren for it. "Home From the Hill" is one for



GEORGE HAMILTON, 19, of Memphis, a "Junior Tony Perkins" (as latter was a "Junior Gary Cooper"), made debut in Allied's "Crime and Punishment, U.S.A." is a sensation in upcoming MGM's production "Home From the Hill," and will star soon in "All the Fine Young Cannibals."



GEORGE PEPPARD, 27, of Michigan, graduate of Actors Studio, summer theatre, Broadway, TV, makes first important movie appearance in MGM's "Home From the Hill" with another young (not new) face: Luana Patten who, at 20, has played nine films, much TV. Next for Peppard: Jack Kerouac's "The Subterraneans" with Leslie Caron.

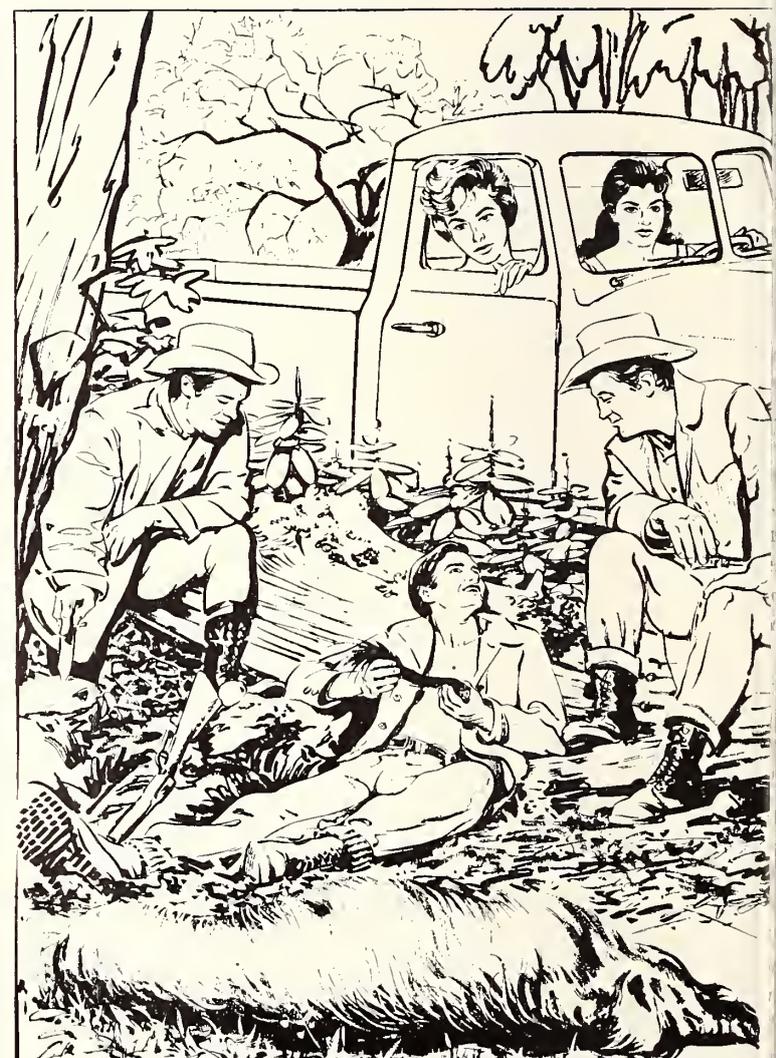
the whole family, three newcomers, George Hamilton, Peppard and Luana Patten, crash through like angry gusts. The old dad, Bob Mitchum, was born for the part. The film is one of Vincente Minnelli's most sensitive and brilliant directorial jobs. It is due at the New York Music Hall in March.



George Peppard (33), who played his first important film role as the son of Robert Mitchum (44), right, in M-G-M's "Home From the Hill," is tall, serious and highly talented Broadway actor. In Detroit, George came to a spell in the war-time eastern district, which he says "I just about acted by right." In New York, George shows, had small roles in the Broadway production of "The Pleasure of His Company." George explains problems for a while on TV when pictures were scarce who never felt "maybe that's missing and think to myself, 'I couldn't see actors need approval.' It is scheduled for M-G-M's "The Subterraneans" (from a novel by Jack Kerouac), about a writer who becomes a "beat" bohemian in San Francisco. —L.M. and S.S.



Nineteen-year-old actor George Hamilton (1) wanted to be a "glorious movie star" long before he even reached his teens. He left college, giving himself a year to make the grade in Hollywood. Found himself signed for "Crime and Punishment, U.S.A." (see at the Movies, page 14) before his time was up. M-G-M as soon as it was finished, George bought a 1939 Rolls Royce and happily went to work in a Mississippi drama, "Home From the Hill."



This 3-column coloring mat can be used in various ways as an effective sales aid: in a coloring contest tie-up with the local newspaper; as a herald; a play piece in the lobby or out front; and as a bag-stuffer in supermarkets.

National pre-selling on "Hill" has resulted in magazine stories in "Seventeen," "Parents," "Look," "Cue," "Coronet," "McCall's," "Harper's Bazaar," "Glamour," and "Redbook."

Home from the Hill

(Continued from opposite page)

1. be planted with the newspapers' amusements editors.
2. "fan clubs" will be inaugurated with the intention of garnering as much publicity as possible. We want the officers of the fan clubs to talk to the stars via telephone for newspaper stories and art.

3. a special trailer will be prepared to follow the feature picture: "You have just met three wonderful young people . . . George Peppard, George Hamilton, Luana Patten . . . and all of us have been filled to this outstanding new talent in MGM's "Home from the Hill"! Watch for them in future motion pictures . . . and tell your friends to see them in this wonderfully entertaining movie!"

4. Television will be an important factor in our campaign. Having seen the picture, it is obviously apparent that many scenes and much dialogue could be clipped and used advantageously on TV.

5. Because of the wide appeal of this film, we will not arrange a schedule designed to reach a particular segment of the TV audience. But, rather, we will scatter the spots "across the board," putting the attraction exposed to the lady-of-the-house who watches matinee programs, the teenagers who are devotees of Dick Clark's "Bandstand" and similar shows, and the most popular adult evening shows, such as Jack Paar, which can be bought at a reasonable price because of the late hour it is shown.

Radio To Use Film Sound Track

6. Radio, too, is an important medium through which to sell the public on "Home from the Hill." Like all other advertising forms, this picture has the meat to provide dramatic spot announcements. Good music and excerpts of dialogue from the film's sound track will be used in producing radio spots.

7. Even in cities where we use TV, radio will augment our campaign — and we will buy time on the most popular station in the city.

8. Long-range campaigning will be our plan because of the importance of this picture. If every possible person is ultimately exposed to the publicity and advertising, the picture can be a box office grosser, because — as mentioned previously — it has the appeal. We will start early to plug the picture with underlines in our current newspaper ads. We have several theatres in almost every city in which we operate, and these theatres will be used to cross-plug with trailers on the screens and set-pieces in the lobbies well in advance of the playdate. We will start planting newspaper publicity further ahead than usual.

9. Sneak previews, we hope, will be permissible in all our theatres. Word-of-mouth advertising — the free and effective press element — will be ours, because everybody will rave about "Home from the Hill" after seeing it. We will distribute "reaction" cards with the "sneaks" and then use them as part of a set-piece, giving the campaign a local angle.

Book Tie-up Also Scheduled

10. Book tie-ups always are effective in our area because of the wonderful cooperation of the book distributor. As usual, we will use truck banners and counter cards, all plugging the picture strongly as the book. We make our own layouts for this advertising material.

11. Posting . . . three-sheets and 24-sheets will be posted in most of our larger cities.

12. Telephone . . . when the theatre employees answer the phone, they will start their conversations with: "Home from the Hill" coming . . ."

13. These are the basic points of our campaign for "Home from the Hill," and they will be augmented by exploitation stunts worked out on a local level by our publicists and managers.

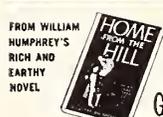
THEY WANTED—SO MUCH—TO LOVE EACH OTHER



BUT BETWEEN THEM, LIKE A WALL, WAS A FATHER'S SHAMELESS PAST AND A MOTHER'S POSSESSIVE LOVE



AND A BOY, WHOSE STRANGE SECRET THE WHOLE TOWN KNEW... TOO WELL!



Starring **ROBERT MITCHUM · ELEANOR PARKER**
Co-Starring **GEORGE PEPPARD · GEORGE HAMILTON · EVERETT SLOANE · LUANA PATTEN**

Screen Play by HARRIET FRANK, Jr. and IRVING RAVETCH • In CinemaScope And METROCOLOR
Directed by VINCENTE MINNELLI • Produced by EDMUND GRAINGER

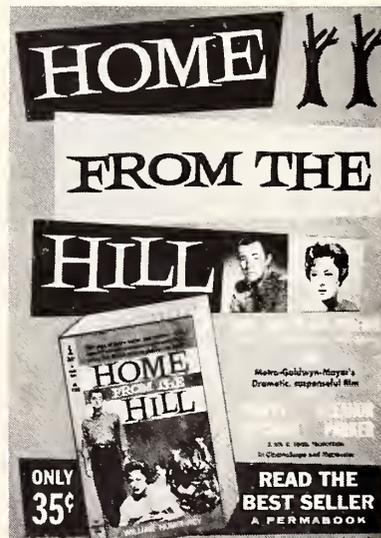
ASSOCIATE FEATURE | T H E A T R E

Sample of the "character" ads in the "Home from the Hill" pressbook (above). For the "big title" and "story" ads see page 3.

SCREEN PREVIEW AVAILABLE FOR "HOME FROM HILL"

An eight-page tabloid newspaper with numerous illustrations promoting "Home from the Hill" is designed for free distribution in theatres. Patrons will want to take them home and show them to other members of their families.

The newspapers can also be placed in offices of doctors and dentists and in barber shops and beauty parlors.

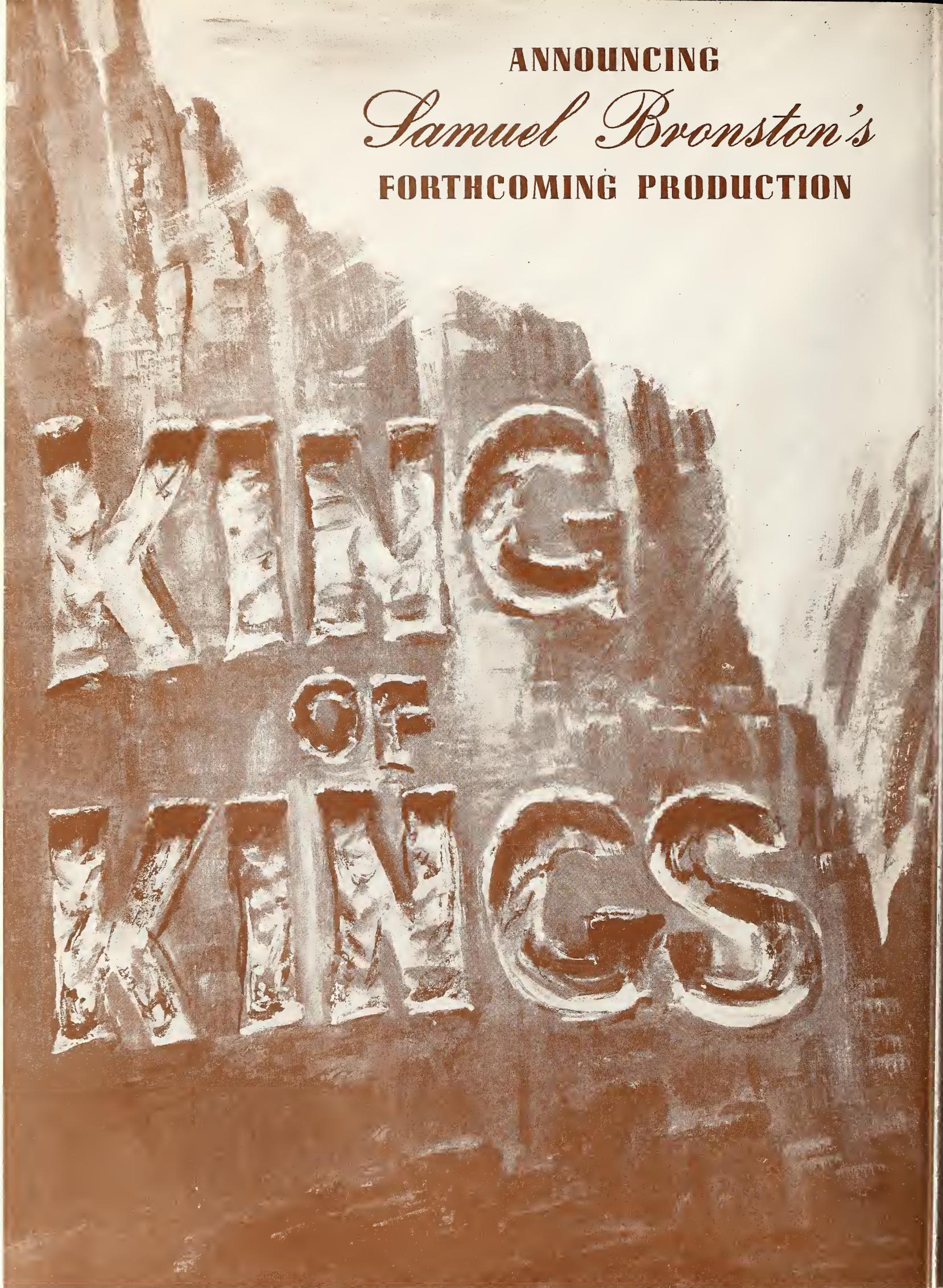


A poster to be used in the book tie-up with Pocket Books, Inc., for which the publishers have planned one of the largest campaigns in their history.

ANNOUNCING

Samuel Bronston's

FORTHCOMING PRODUCTION





MOTION PICTURE DAILY



87, NO. 50

NEW YORK, U.S.A., TUESDAY, MARCH 15, 1960

TEN CENTS

Date to Resume Senate Delay in Minimum Wage Predicted

Labor Unit Taking Six Weeks to Report Bill

By E. H. KAHN

WASHINGTON, March 14. — Seniority Leader Dirksen (R., Ill.) says that it will take many weeks for the Senate labor committee to report a minimum wage bill. Dirksen is a member of the group. He wants to offer a number of changes to the Kennedy (D., Mass.) bill.

The Senate labor committee has not yet set a date for resuming its negotiations on minimum wage law. The House labor committee has two bills—one dealing with education, the other with picketing—ahead of minimum wage on its schedule. Furthermore, the whole House is concerned with civil rights, and little other action can be anticipated until this week.

Labor Secretary Mitchell, however, (Continued on page 2)

Judge, in TV Booking Trial, Warns Against Renegotiation 'Gravy Train'

By SAUL OSTROVE

There will be no "gravy train" for television stations which think they may be allowed to renegotiate on a wholesale basis following the government's "block-booking" suit against six motion picture and television companies—regardless of the outcome of the case.

Ten Pictures Shooting In Spite of Strike

From THE DAILY BUREAU

HOLLYWOOD, March 14.—There are 10 pictures in production, including two new ones started this week. Eight pictures were suspended due to the strike of the Screen Actors Guild against the major producers.

Started were: "Midnight Lace" (a Ross Hunter Production for U-I Arwin-Universal International release); and an independent "A Cold Wind In August" (Troy Films, which signed a Guild contract).

TV Suit Against 'U,' Columbia, S.G. Begins

Trial in the government's suit against Universal Pictures, Columbia Pictures and Columbia's subsidiary, Screen Gems, began late yesterday in New York Federal Court before Judge William B. Berlands. The suit charges the companies with restraining competition in the sale of films to TV through the acquisition by Screen Gems of over 600 pre-1948 Universal Pictures for TV distribution.

Due to the late start of the trial yesterday only one witness was heard. He was William D. Davidson, general manager of WRCA, New York. The case will be resumed this morning at 10 o'clock.

Malco Theatres to Fight Memphis Plan To Bar Children from 'Adult' Pictures

Special to THE DAILY

MEMPHIS, March 14.—The proposal of the Memphis board of censors to the city commission that a city law be passed to give the censors legal authority to bar children from films it finds suitable for adults only will have opposition.

Richard Lightman, vice-president of Malco Theatres, Inc., which operates 10 Memphis theatres and drive-ins in addition to a large chain in the Memphis trade territory, will oppose the proposed new law.

"Our five Memphis drive-ins would

have to shut down," said Lightman. "Young couples who never get out to a show come to the drive-ins with their children in the back seat where, after a while, go to sleep. If censors were given the right to label some

N. Y. Film Fee Bill Vote Expected Today

Special to THE DAILY

ALBANY, N.Y., March 14. — The Assembly is scheduled to vote tomorrow on the Savarese Bill, which amends Section 122 of the education law to increase the fee collected by the State Education Department's Motion Picture Division from \$3 to \$4 per thousand feet on original films, but to decrease the charges on prints from

(Continued on page 3)

Finds Mail Favorable To Classification Bill

Special to THE DAILY

ALBANY, N. Y., March 14. — Letters received by Assemblyman Joseph R. Younglove, who drafted a bill pending in the legislature on film classification, are "preponderantly" in favor of the measure, he said today. He added that he expects the bill to reach an Assembly vote later this

(Continued on page 3)

Joint Statement Issued Pension Plan High on Agenda Of SAG, AMPP

Post '60 Films Discussed; Next Meeting Thursday

By SAMUEL D. BERNIS

HOLLYWOOD, March 14. — Confirmation that payment by the producers into a Screen Actors Guild welfare and pension fund was one of the prime subjects under discussion at last Friday's meeting of the SAG and the Association of Motion Picture Producers is contained in a joint statement issued tonight by the two organizations.

The joint statement also disclosed (Continued on page 4)

Home Offices Optimistic Of Ending the Strike

A wave of optimism that the new series of negotiating meetings between the Screen Actors Guild and the Association of Motion Picture Producers in Hollywood will culminate in an

(Continued on page 4)

Fox Has Three Films Going Big

Twentieth Century-Fox has three hits in "Can-Can," in Todd-AO, "Dog of Flanders," and "Seven Years," all currently rolling up outstanding grosses and in many situations, establishing new boxoffice records.

New York, "Can-Can" is playing (Continued on page 2)

Cooper, Picker Pitt. for UA Meet

James R. Velde, United Artists vice-president in charge of domestic sales, Sidney Cooper, central and south-division manager, will hold a two-day sales meeting in Pittsburgh today. David V. Picker, executive (Continued on page 4)

Audience Labels Used In Memphis Film Ads

Special to THE DAILY

MEMPHIS, March 14. — Practically all Memphis theatres and drive-ins have started using a label in their newspaper advertisements of the type of audience that should see certain films. William Goodman, attorney for the Memphis Theatre Owners Association; representatives of 31 theatres and the Memphis board of censors met and agreed on this plan.

The authority behind the classification is the Film Estimates Board of National Organizations of New York City. "A" is for adults only, "MY" for mature young people, "Y" for young people, "F" for families and "C" for children not accompanied by their parents.

"A step in the right direction," said censor chairman, Mrs. Judson McKellar. "I'm delighted."

PERSONAL MENTION

BUDDY ADLER, head of production for 20th Century-Fox, returned to Hollywood yesterday from New York.

AMERICO ABOAF, vice-president and foreign general manager of Universal-International, and **FORTUNAT BARONET**, director of foreign publicity, has returned to New York from Europe.

IRVING LUDWIG, president of Buena Vista Distribution Co., has arrived in Hollywood from New York.

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager and director of sales of "Spartacus," and **JEFF LIVINGSTON**, executive co-ordinator of advertising and sales, will leave here today for Boston, Detroit and Chicago.

MARVIN JOSEPHSON, president of Broadcast Management and personal manager of **DICK CLARK**, will leave here by plane today for the Coast for three days of business conferences.

CHARLES H. SCHNEER, head of the newly-formed American Films, has returned to London from the British West Indies.

PHILIP A. WAXMAN, producer of Columbia's "The Gene Krupa Story," has arrived in New York from the Coast.

WARREN WIELAND, of Weiland-Lewis Theatres, Atlantic City, N. J., is recuperating there from injuries suffered in an automobile accident.

J. W. ROBINSON, owner of the Wheeler Drive-in Theatre, Elgin, Ala., has returned there from a vacation in Mexico.

Cinematic to Use Top Writers for 'Hire' Series

A group of top motion picture and television comedy writers will be signed to write units for Cinematic's "Hound for Hire," a new cartoon series created by writer-producer Phil Davis, it was announced by Arthur Epstein, president of Cinematic International and executive producer of the series.

Writers assigned to the series will work under the direction of Davis, who is currently in Europe supervising final editing and processing on more than 55 fully-plotted units. At least 50 more of these units will be prepared for theatrical distribution in markets throughout the world.



BOOK "CONSPIRACY OF HEARTS": Finalizing the agreement for the two-theatre engagement of the Paramount release at the Victoria and Trans-Lux Normandie here are (left to right) Richard Brandt, president, Trans-Lux Theatre Corp.; George Weltner, Paramount Pictures vice-president in charge of world sales; and Clem Perry, general manager of Lopert Films, operator of the Victoria. The film will open at the two houses on April 8.

Senate Delay

(Continued from page 1)

has reiterated his support of a higher minimum wage over ABC-TV's "College News Conference" program. He said that a rise to \$1.25 an hour "would be very disruptive to low-wage industries and employers and employees of low-wage industries."

He added that it would "cause large-scale unemployment and hardship to low wage industries," particularly in the south. More important, according to Mitchell, is extending the coverage of the minimum wage law. It is "highly important" he said, to extend the law to the "many people in trade and service who have been deprived of coverage."

NCCJ Preview at Forum

A sneak preview of a new major studio production will be held at the Forum Theatre here for the benefit of the National Conference of Christians and Jews on Thursday, at approximately 9:20 P.M. Arrangements for the special showing were made by D. J. Edele, preview distributor chairman, and Larry Morris, Broadway theatre chairman of the motion picture industry's Brotherhood campaign.

Wyler Press Club Guest

WASHINGTON, March 14. — William Wyler, director of M-G-M's "Ben-Hur," will deliver an address before the National Press Club here tomorrow.

IFIDA, Ben Adler in Agreement on Trailers

Terms of an agreement with the Ben Adler Advertising Service for trailer distribution open on a voluntary basis to all members of the Independent Film Importers and Distributors of America were announced yesterday by Michael F. Mayer on behalf of IFIDA. Under the agreement, Adler will accept and distribute trailers of any reasonable length absorbing from his share of the revenue the costs of prints. Adler agrees to pay to the distributors ten per cent on collections from the first booking without setting any minimum number of bookings before revenue is remitted.

Will Show Shipping Sheets

Adler has agreed to deliver to distributors on request a copy of shipping sheets showing the theatres to which each of the distributors' trailers was shipped during the week in question. This answers a request of numerous IFIDA members for information on the location of their trailers.

Adler emphasized that he is not subject to code seal restrictions but must nonetheless have the right to reject any particular material. Adler has also indicated that he is agreeable upon negotiated conditions to pre-paying trailer negatives, TV negatives and radio discs.

Ascap Banquet March 29

Ascap's annual banquet will be held March 29 at the Waldorf-Astoria Hotel here, Stanley Adams, president, announced.

Fox Has Three

(Continued from page 1)

ing to capacity at the Rivoli Theatre Benefit performances in Los Angeles at the Carthay Circle, and Miami the Sheridan, are likewise sold out.

In St. Louis, "Dog of Flanders" surpassed by a wide margin at Fox Theatre this past weekend. Top grossers as "Long Hot Summer," "Roots of Heaven," "Rally Round Flag Boys," "Warlock," and others. The Robert Radnitz production took in \$9,488 for three against "Summer's" \$9,057, "Rally" \$9,142, "Warlock's" \$6,343 others.

'Thieves' Strong Here

In New York, "Seven Thieves" Saturday and Sunday did better \$32,000 heading for a \$55,000 well ahead of 20th's "Sink The Bismarck," which at the Lincoln's Field day four-day school holiday took just \$10,000 more.

APA Elects Officers

Jack Zander of Pelican Films been elected president of the American Motion Picture Producers Ass'n. Named as president was Lew Gifford of Gil Kim Productions; treasurer, Sam Siodmak of Elektra Films; and secretary, Bill Weiss of CBS-Terrytoons. Trustees elected include Fred Hankin, Ralph Koch, Sam Levy, Ken D. Robert, Robert Klaeger, Lars Calonijs and Martin Gottlieb.

Birmingham Likes 'Hill'

"Home From the Hill" has opened to the biggest business of any Motion Picture at the Alabama Theatre in Birmingham since the advanced pricing arrangement of "Cat on a Hot Tin Roof" grossing over \$8,300 at the box office Friday through Sunday, the Siegel production topped the box office buster business scored by "Northwest," M-G-M said.

Dembow Leaves Today

George F. Dembow, veteran distribution executive, will leave here today on a three-month trip around the world. He will stop in Hawaii, Japan, Hong Kong, Singapore, London, Paris and Rome, in addition to intermediary points.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"HOME FROM THE HILL"
Starring
ROBERT MITCHUM • ELEANOR PARKER
A SOL C. SIEGEL PRODUCTION
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and ON THE GREAT STAGE "MUSIC BOX PARADE"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood B Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies

PEOPLE

Hyman to Report on Product, Drive Plans

Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, who returned here recently from Hollywood after conferring with studio heads on the product outlook, will be host to trade press representatives at a home office luncheon on March 22. At that time he will report on plans for the April-May-June exhibition drive which he is engineering in cooperation with theatres backing his "orderly distribution" campaign.

In addition, Hyman will discuss plans for the AB-PT affiliates meeting to be held at the Concord Hotel, Kiamasha Lake, N. Y., March 24 and 25, which will serve to launch the spring exhibition drive. He will also discuss his findings in connection with his Hollywood product survey.

Mail Favorable

(Continued from page 1)

week and that the chance of passage in both houses is "good."

The bill would authorize the Motion Picture Division of the State Education Department to classify a film as approved for children at the time it is licensed.

Catholic Welfare Group Favors Film Classification

ALBANY, March 14.—It is reported that the State Catholic Welfare Committee favors the Younglove-Duffy film classification bill.

The legislative commission of the State Council of Churches (Protestant) filed a memorandum last week endorsing the classification measure as one with "a positive approach to a difficult problem and therefore meriting "our support."

'Summer' Still Strong

Sam Spiegel's "Suddenly, Last Summer," a Columbia Pictures release, continued to do top business in its 12th week at the Criterion and Sutton Theatres here. The five-day gross at both theatres was \$28,700, almost \$6,000 more than the preceding week and about equal to the figures for the 10th week. Saturday grosses at the Criterion were the biggest for that day since the Saturday of the seventh week.

'Havana' Continues Big

Carol Reed's "Our Man in Havana," a Columbia release, reported top business in the seventh week of its two-theatre run at the Forum and Trans Lux Theatres. The five-day total gross was \$23,920 at both theatres. Saturday's gross was the biggest business on that day since the Saturday of the fourth week.

Greenhalgh Recovering

PHILADELPHIA, March 14.—Paul Greenhalgh, general manager of Jay Emanuel Publications, is convalescing at Lankenau Hospital, City Line Ave. and Lancaster Ave. here, following major surgery.

Ben Delaney, for the past 16 secretary to Ernest Emerling, Theatre advertising-publicity president, has resigned to be personal secretary to Academy director Elia Kazan.

Frank James, manager of the Duntheatre, Union, S. C., has announced his candidacy for the city of that community.

Kenneth B. Keating (R., N.Y.) serve as honorary chairman of the 1960 Asthma Campaign Appeal, accepted the post at the invitation of Max E. Youngstein, United vice-president and general manager of the drive, which will aid children's Asthma Research Inland Hospital, Denver.

1-Fee Bill

(Continued from page 1)

thousand feet to \$6.50 for each original "entire" copy. Action was taken when the measure first appeared on the calendar last week.

A sharp debate is expected, Assemblyman Daniel M. Kelly, Manhattan Democrat, having announced he would again oppose the measure. Assemblyman Louis Walcott, Queens Democrat, led a successful attack on a somewhat similar bill in the closing hours of the session last year—after the Senate had unanimous approval of the common Marchi Act. Assemblyman Anthony P. Savarese, Jr., Queens Republican, will again argue for adoption.

The proposal has been endorsed by the N.Y. Film Exchanges Association, N.Y. Film Exchange, Inc., of New York, and others. Also, by the Commerce and Industry Association of New York.

The State Education Department is expected not to favor the legislation.

Through a typographical error, in a previous issue of MOTION PICTURE DAILY, in a previous issue on the favorable reporting by the Assembly Ways and Means Committee of the Savarese bill, said it would take effect Apr. 1, 1960. The correct date should have read Apr. 1, 1961.

Acapulco Gets 70/35

The Cine Playa Theatre, Acapulco, Mexico, will install the Century 70/35 projector system, it has been disclosed by Frank Cahill, Jr., vice-president of Century Projector Corp., in a report of sales.

E. Hellums Dies

W. E. Hellums, 49, city manager for Interstate Theatres here since 1952, died last week in a local hospital. He joined Interstate in 1932 after having been manager of the old Hancock Theatre here.



ANNA MAGNANI

IS ONLY ONE OF THE ACADEMY AWARD-WINNING STARS OF TENNESSEE WILLIAMS'

"THE FUGITIVE, KIND"



THRU
UA

Home Offices

(Continued from page 1)

early settlement of the studio strike swept home office executive levels yesterday.

The feeling of confidence was evident at headquarters of all companies affected by the strike and constituted the first hopeful, or cheerful, sign to manifest itself here since the studios were shut down March 7 by the SAG strike.

Weekend Meeting Held

Company presidents met over the weekend to hear a report on Friday's negotiating meeting between SAG and the AMPP.

Guarded predictions were made by some that Thursday's scheduled resumption of negotiations by the AMPP-SAG could be decisive. Others, while obviously hopeful, advanced the belief that if further progress is made at that meeting in Hollywood, even though not conclusive, it could lead to an agreement at a later meeting or meetings before the end of this week.

"Based on progress reported at last Friday's session," one executive said, "the chances of an agreement being reached with the actors this week would appear to be nine out of 10."

Pension Fund Would Gain

The basis for the anticipated settlement, it is reported, is the payment by the production-distribution companies of a share of their television residuals to SAG's welfare and pension fund, rather than to individuals. This would meet SAG's demands for actors' participation in revenue derived from sale of producers film libraries to television and, at the same time, would not violate producer-distributors' insistence on not paying individuals twice for one job.

AAAA Votes Support To Screen Actors Guild

The international board of the Associated Actors and Artists of America has voted "unqualified support" to the Screen Actors Guild in its strike against the Association of Motion Picture Producers. Action was taken at a special meeting here of the board of the board of the AFL-CIO affiliate composed of the American Guild of Musical Artists, American Guild of Variety Artists, Actors Equity Association, American Federation of Television and Radio Artists, Screen Actors Guild, Screen Extras Guild, Hebrew Actors Union and Italian Actors Union.

The organization took a full page in the *Sunday New York Times* to announce its support of SAG.

Membership Backs SAG Strike; Reagan Reports Gain by Guild

HOLLYWOOD, March 14. — More than 3,000 members of the Screen Actors Guild gave SAG president Ronald Reagan and his negotiating committee a rousing vote of confidence

REVIEW:

Because They're Young

Drexel—Columbia

"BECAUSE THEY'RE YOUNG" is loaded with exploitation possibilities. It features a bouncy young cast led by Dick Clark, the country's most popular television disc jockey; Tuesday Weld, a precocious 16-year-old often in the news, and two important "swinging" vocalists, Jimmy Darren and Duane Eddy, who are poles apart as stylists but comrades-in-arms on the high side of the juke box ratings.

The film was adapted from the novel, "Harrison High," written by John Farris when he was about the same age as the youngsters in his book. Clark plays a "nice guy" teacher whose amorous hours are spent with Victoria Shaw. His interest in youngsters—especially problem teenagers—also absorbs him out of the classroom and, before long, he is labeled an ineffectual reformer by the school principal and a plain dunce by Miss Shaw whose previous love was a young man bent along Clark's go-getting lines.

Meanwhile, the "student" set has its own problems. Miss Weld, who secretly mothered Michael Callan's child the year before, is trying to travel a straighter path. In earnest Warren Berlinger she finds respectability and an excuse to avoid Callan who's got larger headaches—attempted robbery and the brand of "rat" for running out on his criminal partners.

Berlinger is disturbed when he learns his mother, who was abandoned when the boy was younger, is having an affair with a stranger. Berlinger goes wild and flattens Callan for his wisecracks. Later, it's Callan's turn to run, away from Chris Robinson who wants to knife him for playing "chicken" the night of the robbery try. Callan sustains only a stab in the shoulder but Robinson is arrested.

Clark's tolerance of the lot of misdirected youngsters helps to square away the general mess they create in and out of school. He's supposed to be a former football hero, too; that gets a couple of the kids on his right side. The principal agrees finally that Clark is a noble psychological tactician, and so does Miss Shaw—she marries him.

Running time, 102 minutes. General classification. Release, in April.

SAUL OSTROVE

U.A. Meeting

(Continued from page 1)

tive assistant to UA president Arthur B. Krim and executive vice-president of UA Records, also will participate in the meeting.

Will Set Distribution Plans

The conferences will develop distribution patterns for the company's product program and map regional plans for UA's current sales drive honoring board chairman Robert S. Benjamin. Participating in the sales sessions are James Hendel, central district manager; John Zomnir, Pittsburgh branch manager; Ross Williams, Indianapolis branch manager; Jack Finger, Cincinnati branch manager, and the sales and booking staffs of the Pittsburgh exchange.

Arkay at New Address

CLEVELAND, March 14.—The Arkay Sign Studio, which had been in the Film Building here since 1922, has moved to the Academy Building. Matt Bial, artist, will remain with the organization, now under its new owner, Kenneth Gerow.

ence following a two-hour-and-15-minute mass meeting last night at the Palladium Ballroom, during which a report and discussion of the strike issue was made.

Malco Theatres

(Continued from page 1)

films for adults only, managers would have to bar these family groups. After a few adults-only films, we would have to close up."

And another thing, said Lightman: "It would make policemen out of our managers. They would be arrested and fined if some young person under the age they might set slipped by them."

"And what about our ushers? Most are under 18. Would we have to fire them, or would they wear blinders, or what?"

Lightman said: "Parents—not the city—should supervise what their children see. I do."

Flanigon Rites Held; Pioneer Ohio Exhibitor

Special to THE DAILY

CLEVELAND, March 14.—Funeral services were held here today at St. Aloysius Catholic Church for Edward Charles Flanigon, 84, a pioneer exhibitor here and one-time president of the Cleveland Motion Picture Exhibitors Association, who died at his Lake Shore Club apartment following an illness of several weeks.

Prior to 1920, Flanigon operated a nickelodeon called the Bijou Theatre, and later owned and ran the Terminal Theatre.

Pension Plan

(Continued from page 1)

that although the matter of the of post-1948 films to television not brought up, the negotiators attention to the sale of post-1960 to the sight-and-sound medium, that these subjects will be further explored at the next meeting of two groups—to be held Thursday instead of tomorrow as originally planned.

The full text of the joint statement follows:

"The discussion at last Friday negotiating meeting between the guild and the Association of Motion Picture Producers related to the following unexplored areas:

¶ The guild's proposal for a per cent non-contributory health welfare and pension plan.

¶ Notwithstanding conflicting reports, there was no discussion payment formula for post-1948 tures. Consideration was given past-service credit of a fixed ment, in an amount to be mutually determined, into a proposed pension fund to place the actors in a position comparable to other guilds and unions which have been included in the existing Motion Picture Industry Pension Plan since October, 1953.

¶ Negotiations are continuing solution to the problems of television exhibition of post-1960 pictures.

LeRoy: Strike 'Silly'; Settlement This Week

From THE DAILY Bureau

HOLLYWOOD, March 14.—Mel LeRoy, in a talk on the industry before the industrial division of the Hollywood Chamber of Commerce luncheon today, termed the proposed Screen Actors Guild strike "silly," and forecast a settlement this week.

Commenting on conditions in the film industry, LeRoy cited the loss on part of nation's exhibitors to more attention to proper management of theatre operation and condition house in deference to concern over popcorn and candy sales.

Questioned on public's possible action to strike if still in force Academy Awards presentation, LeRoy said he did not believe public would be that concerned expressed doubt that some of the dios would ever reopen if strike continues beyond Academy night.

Report was also made that Hollywood motion picture and television museum (LeRoy is member of committee, representing Screen Directors Guild) would now be able to proceed with full steam, with legislation passed last week in Sacramento which would enable L. A. County board of supervisors to lease land for museum purposes. Museum project now has estimated cost of \$4,500,000.

Chamber of Commerce membership meeting with proposal that Hollywood film festival be instigated comparable in importance to already established in various communities abroad.

**3 Horror Films
Grossed \$6,500,000**

Three William Castle-Robb White budget films, "House on Haunted Hill," "The Tingler" and "Macabre," grossed "10 to 20 times what cost to make, bringing the combined profits close to \$6,500,000," Kobler asserts in an article in the March 19 issue on "The Saturday Evening Post."
The writer quotes Castle as saying, "The big thing in the picture business today. Stars and money don't mean much at the box office any more. . . ."

Looking Trial

(Continued from page 1)
The court sustained defense objections, Loew's, Inc., (MGM), and Independent Artists.
K. Jett, station manager and president of WMAR-TV, Baltimore, was being cross-examined yesterday by Louis Nizer, chief trial counsel for AAP, UA and Loew's, as the court made its feelings known to the witness on the stand, presumably to all station representatives who may testify later.
"You don't want renegotiation?" Nizer asked the witness.
"Well, I don't want it but if there is negotiation I want to get on the way train," Jett answered.

Dawson Is Emphatic
Judge Dawson then cut in abruptly, saying, "Don't count on a grave." Following his answer, Jett was immediately excused.
Hearings yesterday continued to be dominated by frequent objections by Nizer counsel to introduction of relevant evidence which it was contended had not been answered in direct interrogatories.
The court sustained defense objections and ruled that supplemental answers to interrogatories violated the rules of civil procedure. Judge Dawson also chided Leonard Posner, government trial attorney, for failing to present his case with proper expedition. The judge remarked at one point:

'Like a Surrealist Painter'
"The government seems to try this like a surrealist painter," and became impatient at the introduction of "too much corroborative testimony." It was suggested that the government question "live witnesses" resort less to documents obtained from station files.

During cross-examination by Philip Stickle, NTA chief counsel, David V. Stickle, film and news director and a commentator for WMAR-TV,

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**Hartenbower to Head
NAB TV Code Board**

From THE DAILY Bureau

WASHINGTON, March 14. — The television board of the National Association of Broadcasters has approved the nomination of E. K. Hartenbower, vice-president and general manager of Station KCMO-TV, Kansas City, Mo., to be chairman of NAB's television code review board. The television board also expanded the code board from five to seven members and approved the nominations of three new code board members.

Hartenbower, who already is a member of the code board, succeeds Donald H. McGannon, president of the Westinghouse Broadcasting Company, New York, as chairman. McGannon's term is expiring, and he is not eligible for reappointment.

Three Openings Created

The expiration of McGannon's term and the expansion of the code board created three openings in the board's membership. The television board approved the nominations of the following broadcasters for terms on the code board: George Whitney, vice-president and general manager of Station KFMB-TV, San Diego, Calif.; Robert W. Ferguson, executive vice-president and general manager of Station WTRF-TV, Wheeling, W. Va., and James M. Gaines, president and general manager of Station WOAL-TV, San Antonio, Tex.

**Hoffmann, Visitor, Tells
Of Plans for 'Spessart'**

Kurt Hoffmann, the German director, stopped over here enroute back to Europe from Los Angeles, where he was presented with a Golden Globe Award for his work on "Aren't We Wonderful." This satire on German customs is in current release.

Hoffmann is preparing the script for a new film. Shooting starts on June 1 in Germany. It is a political farce set to music, entitled "Spook in Spessart." It will be billed as a gruesome musical, with the music written by Frederick Hollander, composer of the musical score for "Desire." The story calls for ghosts to attend a political meeting at Berne and give government officials some sound ethereal advice

Baltimore, admitted that NTA allowed his station a \$10,000 credit for 15 films shown on television but later found to be "undesirable."

Norman C. Kal, formerly executive vice-president of WAAM-TV (now WJZ-TV, a Westinghouse station), Baltimore, testified that he was willing to purchase all 740 films in a package offered him by C & C. A contract was not signed, however, because the principals could not agree on a price for the package, the witness stated. The government alleged that C & C tried to "block-book" the station.

Earlier, Stickle told the court that Screen Gems said it would not break up two packages it was trying to sell to his station.

Television Today

**Gold Medal Signs for
'Technamation' Process**

Martin H. Poll, president of Gold Medal Studios, and Stanley L. Schwartz, president of Technical Animations, Inc., specialists in the field of visual communications, have signed a long term contract giving Poll exclusive rights to produce entertainment motion picture films, television film commercials and television programs using a new patented process called Technamation. The process is for animated film and is said to make it possible to add color and motions in any direction and at any speed or combination of directions and speeds to any ordinary still transparency.

Film Now in Work

In process at the present time is a seven minute film, using Technamation enhanced by a new color process developed by Katz Jacobs and Co., for Gold Medal Studios and based on an original story and characters created by Bob Jacobs.

**S.E.C. Action Vs. Fox on
TV Industries Stock Deal**

Matthew M. Fox, chairman and president of Television Industries, Inc., owner and distributor of films for television, has been charged by the Securities & Exchange Commission with selling unregistered shares of the company's stock.

Fox's name also has figured prominently in recent months in SEC hearings in Washington to ascertain whether there were any irregularities in various stock transactions of Skiatron Electronics & Television Corp. and whether unregistered stock had been sold.

Paul Windels, Jr., SEC regional administrator, filed affidavits in U. S. District court here yesterday in support of a request for an injunction to bar Fox from violations of registration rules.

**Goetz Signs Chandler
For Biblical Drama**

Jeff Chandler has been signed by producer William Goetz for the title role of David in two hour-long Biblical dramas the producer will film in Israel for airing on ABC-TV. It marks the screen star's television debut. It also will be Goetz' first production for television.

The Biblical dramas will chronicle the adventures of David when, banished by King Saul, he was forced to live as an outlaw. This was years after his victory over Goliath. Chandler will join Goetz and the producers' filming company in Israel in early May when production is slated to begin on an eight-week schedule. Irving Starr, Goetz' associate producer, already is in Israel.

**Independent TV Producers
Meet to Plan for WGA Confab**

From THE DAILY Bureau

HOLLYWOOD, March 14. — A meeting of all independent television producers has been called for tonight in the Versailles Room of the Beverly Hilton Hotel in preparation for the meeting scheduled with Writers Guild of America Wednesday morning.

WGAW's contract has been extended to March 26, with a 48-hour cancellation period.

**'W.T.&S.' Ads Promote
Academy Awards Show**

The New York World-Telegram & Sun has begun publication of a series of ads promoting the April 4 Academy Awards telecast.

First of the series asked readers whom they thought the Best Actor of 1959 and reminded them to watch the telecast to learn the Academy's choice. It also advised that pictures starring the five actors nominated for "best" may be available at local theatres and invited them to check W-T & S amusement pages and ads for theatre listings. The Academy Awards ads will be continued up to April 4.

**TWA Is Official Airline
For Academy Telecast**

From THE DAILY Bureau

HOLLYWOOD, March 14.—TWA has been appointed the official airline for the 32nd "Oscar" Show April 4, B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences, announced. The airline will fly officials of the companies which produced the five pictures nominated for the best foreign language film award to Hollywood in order that they may participate in the "Oscar" ceremonies.

This is the fourth year that TWA has served as the official Academy air carrier.

**Va. TV Station Joins
In 'Oscar' Promotion**

Phil Brass, Academy Awards promotion chairman in the Tidewater Virginia area, has reported to COMPO that TV station WAVY and the Downtown Norfolk Retail Merchants Association are cooperating with exhibitors in the area in a joint "Oscar" promotion.

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57, NO. 51

NEW YORK, U.S.A., WEDNESDAY, MARCH 16, 1960

TEN CENTS

Knocking' Strike Hit By Zanuck as 'Idiotic'

Dicts It Will Bring Radical Change in Industry

By SAUL OSTROVE

"Knocking" and "idiotic" were the words producer Darryl F. Zanuck used yesterday to describe the producers' and screen actors' strikes against the maligned company — strikes which certainly bring "radical changes" in industry structure.



Darryl Zanuck

and what a "pick!" he added during a trade conference held at the 20th Century-Fox home office (Continued on page 5)

Today on N. Y. Classification Bill

Special to THE DAILY

BANY, March 15. — The Assembly is scheduled to vote tomorrow on the Younglove film classification bill which authorizes the State Education Department's Motion Picture Division in licensing a film to classify it as "approved for patronage of children attending the elementary and secondary schools of the state." The bill would be so classified if it portrays nudity or violence, brutalism, juvenile delinquency, addiction or sexual conduct or relationships to an extent believed by the division to be contrary to the mental, ethical and moral development of such children. The Senate Education Committee favorably reported the Duffy classification bill, the companion bill which is scheduled for a vote in assembly tomorrow.

Allied Says Exhibitors Should File Claims to Share in TV Residuals

From THE DAILY Bureau

WASHINGTON, March 15.—Exhibitors with "equities greater than other parties to the (Hollywood) strike," should advance their claims to a share in post-1948 television residuals along with the studio guilds and unions, Abram F. Myers, chairman and general counsel of Allied States Association, contends in a bulletin sent to all members of the national exhibitor organization.

The American Congress of Exhibitors (Continued on page 5)

Mountain States Meet Studies Strike Crisis

Special to THE DAILY

SALT LAKE CITY, March 15.—Screen Actors Guild strike and its effects was the main theme of discussions, but it failed to dampen the enthusiasm of more than 100 distributors (Continued on page 6)

Eells Heads UA Unit On Acquiring Stations

Formation of a special division of United Artists to acquire television and radio stations, in whole or in part, throughout the U.S. and overseas, was (Continued on page 4)

10-Year Decline Halted, NT&T 'Holders Told

From THE DAILY Bureau

HOLLYWOOD, March 15. — The improvement in theatre attendance which started last May reversed a 10-year declining trend, B. Gerald Cantor, president of National Theatres and Television, Inc., declared today at the annual meeting of the company (Continued on page 6)

Film Festival Concludes with Fete; Marks Argentine Independence Day

By MARTIN QUIGLEY, Jr.

MAR DEL PLATA, March 15.—Delegations, guests and the general public attending the Second International Film Festival here this week digressed today from talk of business and films to participate in a civic celebration marking the 150th anniversary of Argentine independence. Basking in the magnificent sunshine and the soft South Atlantic breezes of this resort, film people from all over the world relaxed and enjoyed the open-handed hospitality of their Argentine hosts.

Crowds at the festival were disappointed at Kim Novak's failure to attend as a member of the American delegation—she was scheduled to come here today but plans were cancelled—but they continued their tumultuous adulation of those present. Linda Cristal, Argentine by birth and now a Universal Pictures star, has been enormously popular with the Argentine press. She, Burgess Meredith, Paddy Chayefsky, Delbert Mann, and producer Joseph Mankiewicz who is the official American representative on the Festival jury, comprise the American delegation.

Other countries with delegations present include West Germany, whose Curt Jurgens is tremendously popular; England, Italy, Hungary, Czechoslovakia (Continued on page 2)

HERALD Editor Guest at Festival

Martin Quigley, Jr., editor of "Motion Picture Herald," is an official guest of the Second International



Martin Quigley Jr.

Film Festival being held this week at Mar del Plata, Argentina. He flew to Buenos Aires last week with the American delegation including Burgess Meredith, Linda Cristal, producer-director Joseph Mankiewicz, Larry Lipskin of Columbia, and Robert Corkery and George Viether of the Motion Picture Association.

During Strike Talks

SAG May OK Production on Interim Basis

Say Mrs. Anna Rosenberg To Function as Mediator

By SAMUEL D. BERNIS

HOLLYWOOD, March 15. — Resumption of negotiations between the Screen Actors Guild and the Association of Motion Picture Producers Thursday afternoon to reach amity on the now eight-day old screen actors strike hold much promise for some interim relief in continuance of the nine major productions stymied by the edict.

SAG president Ronald Reagan today indicated he would recommend that the guild allow the particular major productions to resume shooting if convinced the producers "are negotiating in good faith."

The meeting between SAG and AMPP, originally scheduled for today, (Continued on page 5)

Elect S. H. Fabian Pioneers President

S. H. Fabian, president of Stanley Warner Corp. and of the circuit bearing his name, is the new president of the Motion Picture Pioneers. He succeeds Ned E. Depinet who has served as president for the last three years.

Announcement of Fabian's election was made yesterday following a special meeting of the board of directors of the Pioneers Monday at which all other officers were re-elected. They are Marvin Kirsch, vice-president; (Continued on page 6)



S. H. Fabian

TELEVISION TODAY—page 4

PERSONAL MENTION

WILLIAM WYLER, director of M-G-M's "Ben-Hur," will arrive in New York today from Washington.

E. CARDON WALKER, Walt Disney Productions vice-president in charge of sales and advertising, and **NED CLARKE**, Buena Vista vice-president and foreign sales manager, have returned to New York from Europe.

RAY HARRYHAUSEN, authority on the new process of SuperDynamation, has returned to London from New York.

WILLIAM WALL has returned from Army service and has taken over his duties as manager of the Lake Theatre, Lakeland, Fla.

WILLIAM GOLDMAN, head of Goldman Theatres, Philadelphia, and **GEORGE BEATTY**, film buyer for the circuit, have left there for the Coast.

C. H. "DANNY" DEEVER, manager of the Beach Theatre, Jacksonville, has left there for Savannah, where he will take over managership of the Highway 80 Drive-in Theatre.

WILLIE MAE COULD, of the Warner Brothers office in Jacksonville, has left there with her husband for Buffalo, where they will make their home.

Germans Cite 'Summer'

West Germany's Film Evaluation Board, representing the cultural ministries of the German States, has given Sam Spiegel's "Suddenly, Last Summer," a Columbia Pictures release, its highest cultural classification. The classification reduces the admission tax when the film is exhibited and "Suddenly, Last Summer" will share proportionately in the additional revenue. "Suddenly" is doing top business in its other European playdates, mirroring its success in the United States, Columbia reports.

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Technicolor '59 Net About \$243,000

Estimated consolidated earnings of Technicolor, Inc., for 1959 are 12 cents a share on the 2,027,000 shares outstanding, compared to 1958 net of \$558,172, or 28 cents a share, John R. Clark, president, reports in a letter to stockholders.

Consolidated net sales in 1959 were \$27,250,407, as compared with \$26,778,621 in 1958.

Clark's report states that the Technicolor motion picture division operated profitably last year but the consumer photographic division showed a loss. Substantial investments were made in the latter division last year for physical expansion and improved distribution, including an expenditure of approximately \$900,000 for expanding facilities of the film processing plants in Hollywood and New York.

The division did about \$12,000,000 in retail business last year.

Sees Outlook Brighter

Clark's report states that, "Assuming and early and amiable settlement of differences confronting motion picture producers and the Screen Actors Guild, the outlook for the industry as a whole appears brighter in the immediate years ahead when compared with the condition that has characterized it in the past few years." He cited theatre improvement and re-equipping as an important factor in this outlook.

Clark said that Technicolor's long range prospects will depend to a large extent on research and diversification. Consequently, both avenues are being actively explored. He added that the cost reduction and long term and short term planning also are engaging the careful attention of management.

AIP Production Hike Is Hailed by Pickus

American International Pictures' disclosure to Theatre Owners of America that it will produce 5 to 10 more pictures was hailed yesterday by Albert M. Pickus, TOA president. Pickus said he had received a telegram from James H. Nicholson, AIP president, in which Nicholson said he wanted Pickus to be the first to know that AIP was increasing its production by 5 to 10 pictures for the "fall and winter season." Pickus, in an immediate letter to Nicholson, congratulated him and his company on the increased schedule declaring it came at a time when exhibition was sorely in need of product due to the critical strike situation.

Grauman's Books 'Kind'

Tennessee Williams' "The Fugitive Kind" has been set for Grauman's Chinese Theatre in Los Angeles, it was announced by William J. Heine-man, vice-president of United Artists.

Telemeter Appoints Winik Vice-President

The appointment of Leslie Winik as a vice-president of International Telemeter Co., a division of Paramount Pictures, was announced yesterday by Louis A. Novins, Telemeter president. Winik has been associated with Telemeter for over a year.



Leslie Winik

Winik started in the motion picture industry as a film distributor with home offices in London and branches throughout the world. He also has owned and operated several theatres in London.

In 1939, he founded Official Films, Inc., which became the "Official Motion Picture Photographers" of the New York World's Fair. He produced over 50 films for 17 foreign governments, as well as a variety of industrial films. Since 1950, Winik has produced 11 championship fight films for theatrical release.

Won Citation in 1954

As head of Winik Films, he has produced and distributed two television series, "Famous Fights" and "Madison Square Garden." The latter won the award for the best sports film series in 1954.

Set Hearing on Film Theft Charges Vs. Two

A hearing has been set for tomorrow in Federal District court here on charges of conspiracy to defraud the government and to deal in 16mm versions of major company films brought against Emanuel Goodman and Daniel Senese. The two were indicted by a Federal grand jury March 3. At the time of the alleged commission of the crime in 1958, Goodman was an employee of Allied Artists.

Goodman plead not guilty on March 10, and Senese failed to appear, according to Assistant U.S. Attorney Richard B. Cooper. The indictment alleges that the two conspired that enlisted Naval personnel would steal films leased by the Navy from major companies for the defendants to resell.

Citation Names Lewis

The appointment of Bernard Lewis to handle promotion for "Private Property," a Citation Films release, was announced yesterday by Alfred W. Selwalberg, chairman of Citation. Lewis has been advertising-publicity director for Kingsley International Pictures.

Argentine Festival

(Continued from page 1)

lovakia, France, Poland and Portugal. Mankiewicz' picture "Suddenly, Last Summer," produced by Spiegel and starring Katharine Hepburn, Montgomery Clift and Elizabeth Taylor, will be shown here tomorrow for Festival guests but it is not entered in the competition. The Argentine entries, Columbia's "Last Man" and MGM's "Wreck of the Mary Deare" were shown early in the program, as was the United Artists short "Profile of a Miracle."

The Festival will conclude Tuesday with the announcement of winning pictures. George Vieth of the Motion Picture Export Association and Larry Lipskin of Columbia International left here yesterday for New York but Robert Corkery of MPEA expects to remain to conduct talks with the Argentine Government on negotiations for a new U.S. Argentine film agreement.

Variety Clubs Will Induct Nixon Today

Vice President Richard Nixon will become an honorary "barker" in Variety Clubs International in an induction ceremony at noon today which will mark the recent national observance of Variety Clubs Week. Presenting of a gold membership card will be made to the Vice President in his dorf Towers suite by International Chief Barker George Eby. Also participating in the induction will be stage and screen stars Ethel Merman and Walter Pidgeon; First Assistant International Chief Edward Emery and Variety's public relations director Ray Bell.

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Written by VALENTINE DAVIES and OSCAR BRODNEY • Produced by AARON ROSENBERG

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Eells Named

(Continued from page 1)

announced yesterday by Arthur B. Krim, president. At the same time he appointed Bruce Eells as director of broadcast station acquisitions, effective immediately, with headquarters at the Samuel Goldwyn Studios in Hollywood.



Bruce Eells

Eells has resigned as executive vice-president of United Artists Television, Inc. to devote full time to his new post with the parent corporation.

Krim said that United Artists' decision to explore the acquisition of broadcasting stations represents a logical step forward in UA's expansion in television, following its purchase last week of the stock of Ziv Television Programs, Inc.

Another UA affiliate, United Artists Associated, is currently distributing pre-1948 Warner Bros. library and other theatrical features and cartoon films to television.

Active 28 Years

As director of broadcast station acquisition, Eells brings to his new post more than 28 years experience in the field of broadcasting and business administration. After a career as the youngest national bank examiner in the history of the United States Treasury Department, Eells held top executive positions with the Don Lee Broadcasting System, Young & Rubicam advertising agency, Ziv Television Programs, Inc. and as vice-president and director of Television Programs of America. Eells resigned from TPA to join UA-TV.

FCC Authority Ample, Ford Tells House Unit

From THE DAILY Bureau

WASHINGTON, March 15.—Fredrick W. Ford, new chairman of the Federal Communications Commission, today told the House Commerce Committee that he thinks the FCC has all the authority it needs. In so doing, he made it clear by implication that he agrees with a report on airways regulation made by Attorney General Rogers and disagrees, at least in part, with recommendations made by a group headed by Commerce Committee Chairman Oren Harris (D., Ark.).

As Ford sees it, FCC "has ample power to deal with the proper areas of programming."

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AROUND THE TV CIRCUIT

with PINKY HERMAN

GENE KELLY's music special, "The Man In The Moon," slotted for Sat., April 16 on NBC-TV, will co-star Lisa Kirk and Andy Williams. . . . Walter Slezak knows how to make kiddies spend less time watching TV. Educational programs (and sadly enough—that appears to be true.) . . . Just back from a successful concert tour of the southwest, Jack Russell will be featured at the Cotillion Room of the Hotel Pierre in Stanley Melba's "An Evening with Lerner & Loewe." Russell was seen recently in Max Liebman's NBC-TV vehicle "The American Cowboy." . . . Joe Franklin's book, "Classics of the Silent Screen," originally released Feb. 8 by Citadel Press is already in its third printing. Joe, owner of a fabulous collection of old phonograph records and classic films valued at a cool million, is seen daily on his own "Memory Lane" series. TVia WABC. . . . Voted Britain's TV personality of the year in 1958, Eunice Gayson will make her American dramatic debut on "Markham," which CBStars Ray Milland, Thursday, April 7. . . . We have it from a reliable source that at least 13 NCAA football games will be seen this fall TVia ABCoast to coast. . . . "Revlon Revue" will CBSalute Paul Whiteman next Thursday (10-11 P.M., EST) on his 70th birthday. Featured with "Pops" will be Peggy Lee, Buster Keaton and Jack Teagarden. . . . Producer Jules Levey back in Gotham from a three-week business jaunt to Hollywood. . . . Gene Jones, for the past 2 years program manager of "Today" has been named producer of NBC's "Project 20." Lester Cooper has resigned as scripter of "Eye On New York" to write for "Today." Cooper is one of the town's most promising young authors. . . .



After about a quarter century as major domo, head man and master showman of his own sensational morning series, the ABChicago-getter Don McNeill proved himself a terrific comedian last Sunday when he



Don McNeill

guested on the "George Gobel CBSHow." Incidentally blonde and beautiful Betty Cox has been rebooked to guestrill on Don's "Breakfast Club" series the week starting April 11. . . . Carmel Quinn, Irish lassie discovered by and featured on the "Arthur Godfrey" programs, will add her voice and brogue to Pat Boone's salute to St. Patrick tomorrow over ABChannels. . . . The snows of last Christmas are still very much in evidence hereabouts, the first robin has been seen (yet) bob-bob-bobbin' along but songsters Sammy Watkins and Morey Davidson who wrote the tingly-jingly "It's One Day Closer To Christmas" have already started their national campaign on the ditty with the high hopes and blessings of hundreds of local postmasters. (and a happy new year to you too.) . . . Rory Calhoun will produce and star in a new full hour adventure series in the Fall on CBS-TV. Produced for Calvic Productions, the telefilms will be shot at Desilu Studios.

Speed Up TV Trial, Dawson Again Asks

If the government would call only a dozen witnesses instead of the 126 it announced it would call at the beginning of trial, it would have a better chance of winning its "block-booking" suit against six motion picture and television companies, Judge Archie O. Dawson said in New York Federal Court yesterday. For the seventh straight day of the trial he criticised Department of Justice antitrust attorneys for "cluttering" the record, belaboring minor points and generally failing to expedite their case with enough speed to please the court.

Judge Dawson also suggested that one witness from each television station would be sufficient. But Leonard

Posner, chief government counsel, countered by stating he will require corroborative testimony from various personnel of the same companies. The government alleges that stations across the country were "block-booked" with old theatre films by C & C Super Corp., Screen Gems, National Telefilm Associates, United Artists, Associated Artists Productions and Loew's, Inc. (MGM).

Four executives from Baltimore stations testified yesterday. Several of them said they were satisfied when offered packages in bulk by defendant companies. However, Judge Dawson sustained Screen Gems objections when the prosecution attempted to examine witnesses concerning that company's negotiations. The court held that the government failed to answer interrogatories concerning Screen Gems.

WGA Freelancers To Strike Friday

From THE DAILY Bureau

HOLLYWOOD, March 15.—Writers Guild of America has ordered its members who write freelance scripts for film television to strike against the three TV broadcasting networks at midnight Friday, it was announced today by Kay Lenard, president of the television-radio branch of the Writers Guild of America West, Inc.

Will Hit Web Subsidiaries

The walkout also will affect network subsidiary companies, Columbia Film Sales, Inc., and NBC's Columbia National Productions.

The walkout does not affect news or continuity writers or freelancers operating under the guild's separate radio and live TV contracts. These contracts do not expire until March 31.

The strike order extended the TV walkout that began January against the Alliance of Television Producers and the major studios which produce TV films.

Writers have demanded payment for foreign use as well as increased payment for domestic re-runs of film shows.

'Life' Examines Strike In Pictures and Story

Life magazine has devoted the story in its March 21 issue to "The Cameras Stopped: Hollywood Strike is a Gloomy Omen," a six-essay in words and pictures. The article explains strike background, demands by both striking guilds, and offers points of view from industry leaders on both sides of the dispute.

"Last year," the article states, "37 of the 223 films granted Production Code seals were actually rejected by the majors—by Paramount, M.P. Fox, Columbia, Warners, Allied Artists, Disney. In one degree or other most of the rest were made by independent companies set up by stars, writers, directors, producers. And more and more—to save expense to gain local flavor, to get away from familiar Hollywood scenery—were being made far from Hollywood."

"Many studio officials feel there are bigger profits in their producing activities, even perhaps liquidating their assets. Some have wells and all have valuable real estate to sell off. They could be simply distributors and financiers taking the independents take over entirely and take the movies elsewhere. This would disperse the fabric of the industry—the great film technicians, hosts of trained minor actors, all skilled unknowns. The legend-makers would be disbanded and the Hollywood—Hollywood, Calif.—would be no more."

British Overseas Gain 1959 £5,000,000

By WILLIAM PAY

LONDON, March 15. — Overseas takings of British films in 1959 gained £5,000,000 which, while less than £5,300,000, was well above the £4,600,000 of 1957. This was revealed today in an annual report on cinema takings and overseas earnings of British films issued by the Board of Trade. The usual figure does not show total turnover in regard to the production of British films but only the total currency gain. Total dollar receipts for 1959 were £2,000,000, which is about 11 per cent higher than the previous year. Total admissions in British cinemas in 1959 were 601,000,000, about 20 per cent lower than in 1958, while gross takings were £69,300,000, about 17 per cent down.

Taking into account the decrease in the number of cinemas operating, which currently is 3,457, the average takings per cinema in 1959 were slightly lower than in 1958. The total for that year was £10,500,000.

Less steep decline in the rate of admissions and takings for the fourth quarter of 1959 continued into 1960 in January and February weekly admissions averaging 10,900,000 and 10,600,000, respectively. This compares with 9,500,000 in December and 10,000,000 in November.

Weekly takings for January and February averaged £1,330,000 and £1,310,000, respectively, compared with £1,100,000 in December and £1,230,000 in November.

File for Dismissal Gov't. 'U' Suit Today

Motions for dismissal of the government suit against Universal Pictures, Columbia Pictures and Columbia's subsidiary, Screen Gems, will be filed today to the defendants in New York Federal Court before Judge William B. Herlands. The suit charges the companies with restraining competition in the sale of films to TV through the acquisition by Screen Gems of over 600 pre-1948 Universal pictures for TV distribution.

AG May OK

(Continued from page 1)

was reported postponed to allow Mrs. Anna Rosenberg, newly hired public relations consultant for the Johnstone, and former Assistant Secretary of Defense, well-known as a mediator, allow her sufficient time to get here and participate in the negotiations.

SAG Strike Hit by Zanuck as 'Idiotic'

(Continued from page 1)

here. The conference was called so that Zanuck could discuss his production of "Crack in the Mirror," for Fox release. But after intensive questioning by the press, he let the strikers have it with 15 minutes of sharply-worded, uncompromising criticism.

"It seems astonishing to me that a producer who has gambled, lost and won, should now be subjected to an action of this sort. It's also astonishing that the actors, who depend on so many people in their work, didn't take those other workers into consideration when they (the actors) struck.

"This action is not well-conceived. It shows a lack of understanding and responsibility. This is hardly the time for a strike. Almost every company has very severe difficulties. Television has kept a number of companies alive, and enabled them to pay actors' salaries.

"Some companies have been forced to mortgage their entire post-'48 libraries . . . so how the hell can they

make a deal if they don't even control their own pictures!"

Zanuck took another look ahead and said:

"I don't even think it's possible to negotiate on past product. The possibility of approving the pension plan looks good but I guess discussions on percentage payment will deal only with films made in the future."

The producer then cited his earlier reference to "radical changes" in the industry. They would begin, he said, with needed cuts on Hollywood payrolls and would proceed eventually to affect the entire concept of production.

"The price being paid to those so-called 'stars' is idiotic, too. If every one of these high-priced 'stars' brought back the dough for the salary paid him there would be no argument. But the heart of a picture is still the story and the way it's produced."

Turning his attention to another industry "sore-spot," Zanuck flatly stated, "I don't believe in 'blacklists.' I think it's ridiculous to show a man

like Nikita Khrushchev around the 'Can-Can' set and then refuse to hire a man like director Jules Dassin."

Zanuck added, however, that the only restrictive clause in his contract with Fox forbids him to hire personnel the company considers undesirable because of past or present political affiliation.

"But I proved how I stood on the 'blacklist' question years ago when I refused to attend the Waldorf Conference," he said.

In discussing his own film projects Zanuck spoke severely in terms of what the strike was costing him in lost time. Two screenplays being prepared for him, adaptations of William Faulkner's "Sanctuary," by James Poe, and "The Chapman Report," a forthcoming novel being written for the screen by Don Mankiewicz, have had to be shelved for the duration.

Would Start April 15

Otherwise—and if the strike is settled by then—the producer plans to begin shooting April 15 in Dublin an original screenplay by Irwin Shaw, "The Big Gamble." In addition to an estimated five-weeks work at Dublin's Ardmore Studios, Zanuck said a second unit will spend six weeks shooting in the Ivory Coast in western Africa and a shorter period in a sparse area of southwestern France.

Zanuck's "Israel Project," Meyer Levin's "The Ballad of Red Rock," has been postponed until the end of the year because summer weather in the Middle East makes the project "too hot to handle." Only in the Spring and Fall is southern Israeli weather tolerable enough for filmmaking, he noted.

Filmed in France

"Crack in the Mirror," which stars Orson Welles, Juliet Greco and Bradford Dillman, cost about \$1,850,000 and was filmed entirely in and around Paris. Richard Fleischer directed.

"There's no advantage in making films in Europe unless the location absolutely demands it," Zanuck said. "What you save on expenses one way you spend another way. Crews abroad don't move with Hollywood tempo, but in a way I like it better. It gives me more of a chance to think over yesterday's work."

The custom among French cinema workers is to begin work at noon and quit at 7 P.M., on a six-days-a-week schedule. Zanuck praised the sets, scoring and editing work done for him in France and said Paris technicians are as competent as those in Hollywood.

Allied View on Residuals

(Continued from page 1)

tors, as the only organization that can presume to speak for all exhibitors, is the one "to notify the parties to the strike that the exhibitors must be included in the division of the proceeds of any sale of post-1948 pictures to television," he asserts. With exhibitors admittedly weak in ability to enforce their demands, Myers concedes some might consider the move "a hollow gesture."

"But," he says, "it might serve to warn other elements to stop, look and listen before heaping so great a wrong on the exhibitors as the sale of the pictures to TV would be. Also it might admonish them to cling to the markets they have exploited so successfully for many years, rather than to sacrifice them while reaching for another which, admittedly is in the second-hand business and cannot now, and never will be able to, acquire the industry's products as they issue from the studios."

Exhibitors Have 'Better Case'

The exhibitors' "claims" to participation in residuals, according to Myers, rest on a better case than the labor organizations'.

"The films were produced specifically for showing in their theatres," he points out. "If the theatres had not been there to exhibit them the pic-

tures would not have been made. The writers, actors, technicians and laborers would not have been hired. The producers would have remained in whatever business they were in before and would not have grown wealthy on film rentals. If the strike is successful and the films are sold, everybody stands to gain but the exhibitors, who, together, constitute the Atlas that has carried the industry through the years.

"If the exhibitors are left out when the spoils are divided, a great wrong will be done. . . . The act that makes a division of the spoils possible—the sale of the films to television—will deal the exhibitors a stunning blow from which many will not recover."

Quotes Fabian

Myers asserts that underlying the Hollywood controversy is the "assumption that the films will be made available to television." He says that the intervention of the Federal Mediation Service and "the American Congress of Exhibitors' offer to mediate the strike" implied recognition of what the participants assume to be inevitable (i.e., sale of the post-'48s to TV), although Mr. Fabian (S. H. Fabian, ACE chairman) and his associates may not have intended their action to be so construed.

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'Red' Influence Nil In Films: Wyler

From THE DAILY Bureau

WASHINGTON, March 15.—Award-winning director William Wyler today assured a National Press Club audience that there has been "no Communist infiltration nor has propaganda appeared on the screen in any film made in Hollywood." He said that studio, producers and directors exercise too much control over the final product for there to be any chance of such propaganda ever to reach the public.

Wyler said that if he gets a good story, he is "not going to ask what the author's politics are," but pointed out that he would never make a film detrimental "to our country or our ideals." He commented that "most of us in Hollywood try to use films wisely," though he noted that there are some there, as elsewhere, "who'll do anything for a fast buck."

In general, said Wyler, there is a wide range of serious and dedicated talent in Hollywood, and this has contributed to the vast improvements that have been made in films over the years.

The creative talents that go into a motion picture are not sufficiently in the consciousness of the American movie-goer, said Wyler. He noted that in Europe and the Orient, people want to know who made a picture. In

Washington, Cincinnati, Buffalo Welcome 'Hur'

Festive, black-tie audiences last night welcomed M-G-M's "Ben-Hur" at premiere performances in Washington, Cincinnati and Buffalo.

At the Warner Theatre in Washington, Ambassadors representing 82 countries, including the Soviet Union, attended the performance. Also among the guests were William Wyler, the director, and Charlton Heston, who has the title role.

The openings of the picture at the Teck Theatre in Buffalo and the Capitol Theatre in Cincinnati bring the total number of engagements to 27.

the U. S. they are more likely to ask: "Who's in it?" Abroad, film-makers, as well as actors, have developed a public following, he said, adding that "people will get more out of pictures" when they know something about what goes into the making of a film.

Wyler paid special tribute to the late Sam Zimbalist, producer of "Ben-Hur." He noted that the \$15,000,000 investment in "Ben-Hur" was so huge that the film "just had to come off," and said that Zimbalist gave him "solid-as-a-rock support" in his work on the picture.

"It is very gratifying," said Wyler, that "Ben-Hur" got 12 nominations for Academy Awards, which he called the "most important, most significant" of the many awards given in the motion picture field.

Elect Fabian

(Continued from page 1)

William J. German, treasurer and George F. Dembow, secretary.

The board unanimously approved a resolution expressing the gratitude of the directors and of the membership to Depinet for his long and untiring service to the organization. He took the helm after the death of the late Jack Cohn, one of the founders of the Pioneers and its first president.

The new president, active for many years in industry and philanthropic organizations, has been associated with motion pictures all his life. He began his career in 1914 in his father's theatres, served with the old First National and later with Warner Bros. Theatres, organized his own circuit and in 1953 acquired the Warner circuit in its divorcement from Warners. He has been an officer and president of Theatre Owners of America, a director of the Motion Picture Charities Fund, and is presently chairman of the American Congress of Theatres.

NT&T Meeting

(Continued from page 1)

stockholders held at the Beverly Wilshire Hotel here.

Cantor stated that despite a decline in motion picture production, there has been a considerable improvement in quality pictures with major box office appeal. He cited that during 1954-55 season, 92 fewer films were available for exhibition, although the number of pictures with major box office appeal increased from 62 to 75. In the present year, he said, subject to the effect of Screen Actors Guild strike, approximately 220 pictures are expected, 15 less than last year but about 95 of these should be major box office attractions.

NT&T's theatre operations reflect an improvement due in part to a concentrated program of disposing of marginal and undesirable theatres, Cantor said. In past 18 months, NT&T has disposed of 81 theatres. Currently, the company is operating 241 theatres. At the same time, he said, the company is presently studying and actively pursuing expansion of its theatre circuit and continuing its theatre modernization program.

Cantor was reelected president of National Theatres & Television, Inc., by the board of directors following the stockholders meeting. All other officers were also reelected.

Vote on Savarese Bill Put Off Until Today

Special to THE DAILY

ALBANY, N. Y., March 15.—When his bill reducing the license fees collected by the State Education Department's motion picture division was called for the third time today. Assemblyman Anthony P. Savarese, Jr., moved that it be put over until Wednesday.

The third call, just before 6 P.M., brought from Savarese the suggestion that it be "put over until tomorrow." Belief was the lateness of the hour, prompted him to make the move.

Mountain Un

(Continued from page 1)

and exhibitors attending the Mountain States Theatre Association at its spring convention here.

Both exhibitor and distributors pressed optimism about their forthcoming productions. Representatives of all film companies present also they were preparing re-issues of old pictures in the event new production not available.

The convention, held in conjunction with the Montana Theatre Association, held the first of a three-day meeting at the Hotel Utah Motor Lodge.

Ralph Clark, Los Angeles, West district manager for United Artists, told the gathering that the worst part about the strike is that the stars' commitments with other producer future pictures. In view of the seriousness of the situation, Clark said, "effort will be made to settle the strike as soon as possible."

S. S. McFadden, branch manager for Columbia Pictures here, expressed concern about the strike and urged exhibitors not to dissipate their profits.

K. O. Lloyd, 20th Century branch manager here, said that was the hardest hit of all the studios because it had eight to ten million dollars tied up in four pictures were in the process of shooting when the strike was called.

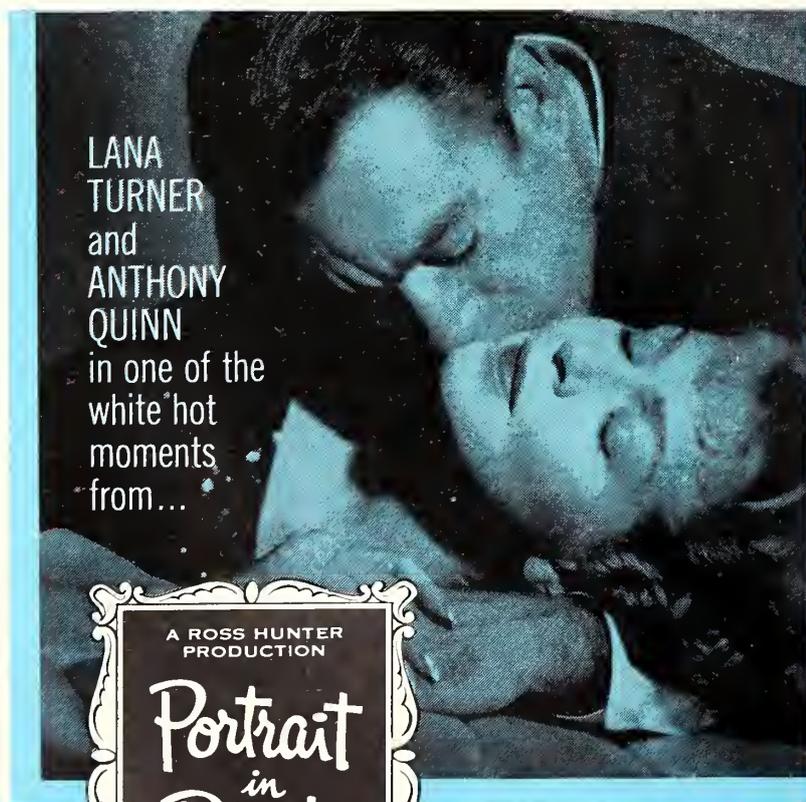
Propose Options and Republic Name Change

Republic Pictures stockholders vote on a proposal to change the company's name to Republic Corp. and a restricted stock option plan for employees at their annual meeting 5 at the Sherry-Netherland Hotel.

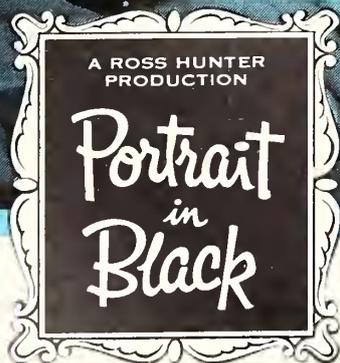
The shareholders also will elect three directors for three-year terms. Nominated as directors are Richard W. Altschuler, vice-president; Franklin A. McCarthy of Eastman Kodak Union Securities & Co., and Sidra Solow, vice-president in charge of Hollywood film laboratory. All three are members of the board now.

The change in the corporate name was proposed because the company discontinued film production. Its present activities are in film production, distribution, studio rentals and post-manufacturing.

The proposed option plan to be approved by the stockholders involves a maximum of 100,000 shares, of which no eligible individual is to be granted more than 10,000 shares. It is estimated that approximately 10 employees, including Victor M. Carter, president; Altschuler and Solow, would participate. Term of the option would be limited to five years maximum and would be exercisable two years after being granted. Option price may be less than 95 per cent of the market value on the date the option is granted, to be paid in full immediately when exercised. Those receiving options shall agree to remain in the employ of the company at least one year thereafter, or until the date of their retirement.



LANA
TURNER
and
ANTHONY
QUINN
in one of the
white-hot
moments
from...



another **HOT** one
for summer

from **UNIVERSAL!**

MOTION PICTURE DAILY

57, NO. 52

NEW YORK, U.S.A., THURSDAY, MARCH 17, 1960

TEN CENTS

Arms Emphatic

S. Promises Industry Aid in Arts Abroad

'Vigorous Steps' Pledged Combat Import Curbs

By E. H. KAHN

WASHINGTON, March 16.—Henry Harling, the just-resigned assistant secretary of commerce for international affairs, said today in an interview that government officials will take "vigorous steps" to assure the American film industry a fair shake in overseas markets.

Harling noted that exports are very important to the U.S. industry, and cited president Eric Johnston's assertion at a recent government-industry conference that foreign business could be stepped up by 50 per cent or about \$1 billion a year, provided foreign markets are opened.

Harling Feels Pay-TV Subject to Regulation

Special to THE DAILY

TORONTO, March 16.—Pay-television should be subject to regulation in the same manner that operations of telephone companies are subject to control by departments of transport, Harling, head of the anti-toll-committee of Theatre Owners of America, said here when interviewed last night.

Harling was here for a one-day visit to observe operations of Telemeter in urban Etobicoke. He held a conference for representatives of the local press in arrangements made by the industry.

Deny Dismissal in 'U,' Columbia, S.G. Suit

Motion for dismissal of the government suit against Universal Pictures, Columbia Pictures, and Screen Actors Guild is now being heard in New York federal court was denied yesterday by Judge William B. Herlands. Denial was announced yesterday.

(Continued on page 3)

Mrs. Rosenberg Not a Participant In SAG-AMPP Conference Today

From THE DAILY Bureau

HOLLYWOOD, March 16.—Mrs. Anna Rosenberg, public relations executive for the Motion Picture Association of America, who arrived here en route to La Quinia for a vacation, was introduced to major studio heads this morning by MPAA president Eric Johnston, who stopped in Hollywood following a Bank of America board meeting in San Francisco before returning to his eastern headquarters.

Mrs. Rosenberg will not attend the conference.

(Continued on page 4)

'Wide-Screen' Films Now Subject to U.K. Levy

From THE DAILY Bureau

LONDON, March 16.—Exhibitors playing "wide-screen" films (Todd-AO, Cinerama, Camera 65, etc.) in the future will have to contribute to the Production Fund, from which they have previously been exempt, under orders drafted by the Board of Trade and issued today.

British producers of the "wide-screen" films will thus become entitled to share in the fund, which is expected to be \$10 million.

(Continued on page 4)

TV Film Buyers Tell Of 'Block-Booking'

Government witnesses testified yesterday that in order to buy "desirable" films for their television stations they were required to buy pictures they did not want from six motion picture and television companies charged by the Department of Justice with "block-booking" old films to TV.

However, another witness, John Downing, of WBOC-TV, Salisbury, Md., said in New York federal court that his station was satisfied with film packages it was offered. He told Judge Archie O. Dawson that he was able to buy the pictures he wanted.

(Continued on page 5)

'Theatre of Tomorrow' Will Stress Convenience, Mountain Group Told

Special to THE DAILY

SALT LAKE CITY, March 16.—The "theatre of tomorrow" was described to members of Mountain States Theatre Assn. and Montana Theatres Assn. meeting here today in the second day of their joint convention.

Mel Glatz, Denver, general purchasing agent in charge of construction for Fox Intermountain Theatres, displayed blueprints showing how tomorrow's theatres might look, stressing customer convenience and comfort.

It might be circular, he told the exhibitors, virtually making every seat in the house a good seat. Another feature would be ample parking space adjacent to the theatre with covered

Theatres to Suffer From Strike, TOA Says

Regardless of the length of the Hollywood strike, theatres will suffer because of the interruptions of pictures in production and the failure to start new ones, Theatre Owners of America tells its members in a current bulletin.

Reviewing the product supply in light of the strike, the bulletin, prepared by the TOA.

(Continued on page 4)

Films in USIA Program Are Lauded by Shelton

From THE DAILY Bureau

WASHINGTON, March 16.—In a semi-annual report to Congress covering the second half of 1959, the U.S. Information Agency notes that there has been a partial break-through on the Iron Curtain.

The document does not go into the film aspects of the U.S.—U.S.S.R. cultural exchange program. This started very late in the year, and will probably be completed by the end of the year.

(Continued on page 4)

Savarese Sponsor

Assembly Nod To Bill Cutting N.Y. Film Fees

Passes by Divided Vote; Reduces Print Charges

Special to THE DAILY

ALBANY, N. Y., March 16. — The Assembly tonight passed, by a divided vote, the Savarese bill, reducing the fees collected by the State Education Department's motion picture division. Assemblyman Anthony P. Savarese, Jr., Queens Republican, led the forces supporting the measure. Assemblyman Daniel M. Kelly, Manhattan Democrat, who helped to defeat a somewhat similar proposal in the closing hours of the 1959 session, spearheaded the attack.

The bill had been laid aside three times.

(Continued on page 4)

Heart Project of N. Y. Tent 'Advancing Well'

By SAUL OSTROVE

The "Heart Project" of New York Variety Club, Tent No. 35, is advancing well on all fronts, Chief Barker Harry Brandt announced yesterday at a members-only luncheon held at the Astor Hotel here.

Twenty-two pledges of \$500 each have been received in the local tent's "opening night" campaign. Persons making substantial contributions to Variety charitable projects have been receiving two tickets each to major opening night performances of motion pictures and plays on Broadway. Progress is being made on all fronts.

(Continued on page 5)

Employer, Union Groups Ask Minimum Pay Hike

From THE DAILY Bureau

WASHINGTON, March 16. — An employer group and a union today urged the House subcommittee on labor standards to raise the minimum wage to \$1.25 an hour. They said greater consumer income was needed by the mens' clothing industry to keep business up.

The subcommittee itself has no authority to raise the minimum wage.

(Continued on page 5)

PERSONAL MENTION

DELBERT MANN, director, and **MRS. MANN** left New York yesterday for the Coast.

DAN TERRELL, M-G-M's Eastern publicity director, and **EMERY AUSTIN**, of the home office publicity staff, returned to New York yesterday from Washington and Minneapolis, respectively.

HERMAN ABRAMS, owner of the Lumpkin Theatre, Lumpkin, Ga., has left there for Boston.

RICHARD BASEHART has returned to New York from Rome.

MRS. ROSE WALKER has given birth in Lenoir City, Tenn., to a son. She is the owner of the Dixie-Lee Drive-in Theatre in that community.

GLENN FORD and **MARIA SCHELL**, co-stars of "Cimarron" for M-G-M, have returned to New York from Spokane, Wash., where they participated in that state's annual "Man of the Year" celebration.

EUGENE SKINNER, official of Dixie Drive-in Theatres, Atlanta, has returned there from Charlotte.

Video Theatres Acquires Okla. Amusement Park

Special to THE DAILY

OKLAHOMA CITY, March 16. — Video Independent Theatres has purchased the James C. Burge stock interest in Frontier City, U.S.A., local amusement park. Allen Benson Dean, Ardmore theatre manager, was elected vice-president and general manager of the reorganized corporation.

Other officers of Frontier City are: K. C. Blackledge, president; J. E. Brooks, treasurer, and Louis McColgin, secretary. All are Video officers. Directors are Henry S. Griffing, Luther Dulaney, R. F. J. Williams, Jr., C. A. Vose, Ancel Earp, Leslie C. Williams, E. L. Pearson and Roy Hoffman, Jr. Video plans to film a short subject of the amusement center for national distribution to help promote Oklahoma as a tourist attraction.

Denver Welcomes 'Wind'

Twentieth Century-Fox reports that its "The Wind Cannot Read," in its opening week at the Aladdin Theatre, Denver, grossed \$4,059 for the three days in spite of snow and freezing weather.

U.S. to Aid Industry Abroad

(Continued from page 1)

import curbs could be overcome or removed.

Kearns, who traveled widely in his 33 months in office, said that there is no question of the salability of U.S. films abroad. He is confident that vigorous government efforts to remove the restrictions that inhibit foreign sales will bear fruit as potential buying nations improve their balances of payments.

Specifically, Kearns mentioned Japan as a "movie crazy" country with an industry of its own which has "no excuse to continue restrictions" against

U.S. product. He added that he thought they should relax these curbs at once if they expect to have continued access to the full range of American product. He noted, too, that some Japanese films have enjoyed success in this country.

Italy was named by Kearns as a country which maintains "unrealistic" controls over imports of American films. Kearns noted that this is particularly true because, relatively speaking, Italian films sell here in some quantity and a fair number of American-financed films are made in Italy.

Group Named to Study Ad Changes by Papers

A special committee on advertising practices has been named to study the problem of increasing newspaper censorship of motion picture ads and to report back within two weeks to the Motion Picture Association of America advertising-publicity directors committee.

The special committee was appointed by Si Seadler, chairman of the ad-pub committee, yesterday following a discussion of the problem at a meeting of the committee the previous night. Members of the special committee are: Jonas Rosenfield, chairman; Roger Lewis, Martin Davis, Ernest Emerling and Gordon White, and Charles McCarthy, ex-officio.

At the Tuesday night meeting of the main committee White, who is MPAA advertising code administrator, gave a general report from his records on the newspaper censorship of film ads, followed by individual statements by the nine member company representatives present on their individual company's position concerning the volume of changes in their advertising demanded by newspapers, and their recommendations concerning the steps to be taken by the industry to improve relations with newspaper advertising departments throughout the country.

Some See 'No Problem'

Some representatives reported that their companies have no problem whatever with censorship of their ads by any newspapers, anywhere, and expressed some apprehension that real problems in industry relations with newspapers may be created where few exist now if the committee's handling of the present complaints is lacking in good judgment.

The new advertising practices committee is scheduled to hold its initial meeting Monday night.

Advertising chiefs of three major theatre circuits also reported on their experiences with ad censorship by newspapers.

Bob Hope to Receive NCCJ Highest Award

Bob Hope has been named by the National Conference of Christians and Jews to receive the National Human Relations Award, highest honor of the 30-year-old intergroup agency. The award will be presented to Hope at a testimonial dinner Sunday, April 24, at the Hotel Carter, in Cleveland, Hope's home town. Proceeds from the dinner will go to further the work of the National Conference.

Announcement of the award was made in the names of the three national co-chairmen of the Conference, Lewis L. Strauss, James F. Twohy and Carroll M. Shanks, by Dr. Lewis Webster Jones, Conference president. Dr. Jones praised the selection of Hope as a "tribute to a man who has used his talent to bring people together and has held out to the nation and the world the ideals of friendship, brotherhood and understanding. He is a man interested in people and their problems."

Electrovision Acquires Fox Beverly Theatre

From THE DAILY Bureau

HOLLYWOOD, March 16.—Electrovision Corp. has acquired the Fox Beverly Theatre here on a long-term lease commencing April 1, it was announced by Robert L. Lippert, chairman.

The theatre, operated for many years by Fox West Coast, becomes the newest addition in Electrovision's expansion program, and will undergo a complete lobby and marquee remodeling job.

McKay in Talent Post

HOLLYWOOD, March 16. — Bert McKay, formerly assistant casting director for the Paramount studio here, has been named head of the department, succeeding William Meiklejohn, who has resigned after having headed talent and casting for the past 20 years. McKay will take over his new duties on Monday.

Brotherhood Campaign Started in Philadelphia

Special to THE DAILY

PHILADELPHIA, March 16. — More than 150 branch managers, salesmen, bookers and leading exhibitors are participating in the area campaign for the motion picture division's 100th Brotherhood campaign. The program launched at an industry meeting, outlined by the Reverend Walter White, of the Chapel of the Holy Spirit, William A. Madden, M-G-M, Brotherhood area chairman, presided at the planning session.

All branches of the film industry pledged full support and cooperation to this year's drive in behalf of the National Conference of Christians and Jews. Each theatre in the territory will work with the various distributors and branches. They have received Brotherhood kits, trailers, display posters, collection containers and informational brochures from National Service.

One hundred per cent participation is reported, far exceeding last year's response to the campaign.

'Porgy' Meet Held Here

A meeting of Loew's theatres town managers was held at the offices of Columbia Pictures yesterday to discuss the forthcoming engagement of Samuel Goldwyn's "Porgy and Bess" at Loew's in-town theatres. Eugene Picker, president of Loew's theatres, and Ernest Emerling, vice-president in charge of advertising and publicity, addressed the managers. Present were James Mulvey, president of Samuel Goldwyn Productions, George Josephs, Columbia Pictures district director of sales for "Porgy and Bess."

Goldwyns to German

HOLLYWOOD, March 16.—An invitation of the West German government and the United Nations, Samuel Goldwyn and Mrs. Goldwyn leave here Friday by plane for Munich to attend the European premiere of "Porgy and Bess" on April 1.

Entire proceeds of European premiere have been donated by Goldwyn to the German Refugee Commission and the United Nations High Commission on Refugees in Geneva for distribution throughout the world.

Fox Re-Signs Shawn

HOLLYWOOD, March 16.—Twentieth Century-Fox has renewed Shawn's option for another picture year, following the preview of M. LeRoy's "Wake Me When It's Crying" and has taken an additional option on a third film. His contract with Fox also allows him to do film work at other studios. Shawn is now staying at the El Rancho Hotel in Las Vegas.

Glenn Miller Dismissal New Techniques Theme Of 87th SMPTE Meeting

(Continued from page 1)

ents are charged with restraining competition in the sale of films to TV through acquisition by Screen Gems, Columbia subsidiary, of over 600 348 Universal pictures for TV distribution.

At the same time Judge Herlands filed a government motion for an injunction to prevent Screen Gems from making distribution of the Universals.

Not in TV Field, He Says

In his trial testimony yesterday a Universal representative said his company has never been in the business of distributing films to TV and thus had not restrained competition in the sale of Universal pictures.

Glenn Miller Salute Announced by Universal

Plans for an unusual promotional campaign developed by Universal-International in connection with the re-issuing of "The Glenn Miller Story" at the RKO Palace Theatre here next Tuesday were announced yesterday by Philip Gerstein, Eastern advertising and public relations director of Universal.

Day-Long Program

Highlights of the campaign will be a day-long "Salute to Glenn Miller" Tuesday featuring radio station WJLA programs and guest stars in the lobby of the RKO Palace and Eberle and his famous band on the stage of the Palace in the evening. The presentation of Sol Yaged, the famous clarinetist and jazz soloist in the lobby on Saturday, March 26.

Kodak Employees Are Granted Wage Dividends

A wage dividend of about \$44.50 per year was paid this week to more than 46,000 Eastman Kodak Company employees in the United States. The payment was voted by the board of directors last November. It will be the largest since the wage dividend program began in 1912. Eligible persons will be paid \$34.50 for each \$1,000 earned at Kodak during the five years 1955-59.

According to company officers, the dividend recognizes the part that employees play in the success of the company. Payments each year are subject to authorization by the board of directors in the same manner as are dividends on the preferred and common stocks.

Will Build New Theatre On Puget Sound Island

Special to THE DAILY

ARCAS ISLAND, Wash., March 16 (AP)—Wilson has announced that this Puget Sound area soon will have a new theatre. It will be the conventional drive-in house. The other theatre on the island is a drive-in.

The program for the 87th semi-annual convention of the Society of Motion Picture and Television Engineers has been set, according to an announcement issued by Herbert E. Farmer of the University of Southern California, convention program chairman. Theme of the convention, which will take place May 1-7 at the Ambassador Hotel in Los Angeles, is "New Techniques for Films, TV and Video Tape."

Individuals attending the convention may register for sessions at the Hotel from 10:00 A.M. to 4:00 P.M., Sunday, May 1, and all day during the remainder of the week. There will be no advance registration by mail this year.

General Session May 2

A general session during the morning of May 2 has been scheduled. The traditional get-together luncheon will take place at noon on that day. The afternoon will be devoted to a session on sound and acoustics that will include discussions of recent developments in equipment, techniques and design of facilities. The evening session on optics and images will feature several papers dealing with basic optical principles and design considerations. In addition, papers describing new optical equipment and techniques will be presented.

Films in Industry will be the subject of the morning session on the second day. Papers describing the new techniques and equipment being used in the quest for space will be presented at the afternoon session devoted to instrumentation in the space age.

Demonstrations Slated

Equipment exhibitors will give descriptions and working demonstrations of some of the many new items of equipment on display at the biggest equipment exhibit in the Society's history during an equipment papers and demonstrations session, Wednesday morning, May 4. Developments in photographic emulsions and several new types of projection equipment will be described at a session on new photographic materials and equipment in the afternoon.

The Thursday morning session will consider laboratory practices and will include papers on new techniques, practices and control procedures. A group of papers on all phases of television recording will be presented at the Thursday afternoon and evening sessions. Recent developments in both magnetic and photographic recording will be given and a paper describing the newest medium, thermoplastic recording, is scheduled.

Personnel Forum Scheduled

On Friday, May 6, a panel of qualified individuals will describe current trends in a session on training of personnel for television and motion pictures. This will open the final day.

The afternoon of the last day will be devoted to a discussion of television equipment and practices.

Fruchtman Co-Chairman Of Md. 'Oscar' Group

Jack Fruchtman of Baltimore has been named co-chairman of the Academy Awards exhibitors committee in Maryland, to serve with Jack Whittle, Charles E. McCarthy, executive secretary of COMPO, announced here yesterday. Other members of the committee are Newell Howard of Salisbury, D. M. DeLauney of Westminster and the following Baltimore exhibitors; Gordon Contee, Fred Schmuft, W. M. Brizendine, Walter Gettinger, Meyer Leventhal, Leon Back and J. Stanley Baker.

Contest Scheduled

McCarthy also announced that the Motion Picture Association of Greater Kansas City, in cooperation with WDAF-TV and radio, has arranged a "Guess the Winners" contest in six different categories of the Academy Awards competition. Ballots, available at all theatres, are to be mailed to the TV station, or left at boxoffices, which will forward them to the station, which will broadcast the "Oscar" trailer and plug the Awards show. Theatre passes will be awarded as prizes to the winners.

'Would-Be' to Kingsley

National release of the French film version of Moliere's "The Would-Be Gentleman" will be distributed through Kingsley-Union Films, it was announced by Pathe Cinema Corporation. The film will open at the Paris Theatre here on Tuesday, March 22.

PEOPLE

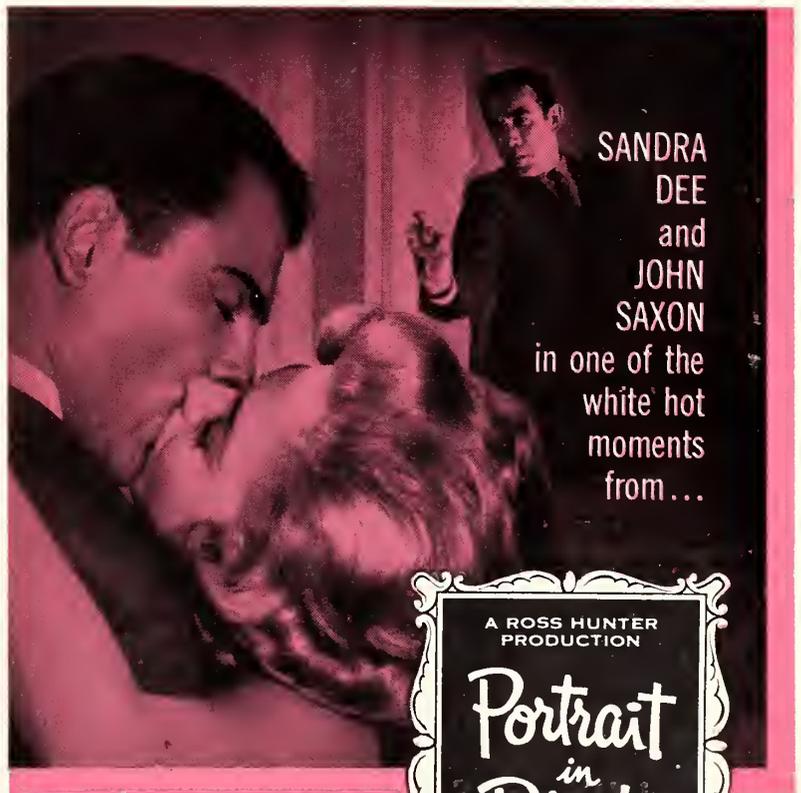
Ted Hirsch, head of the Eastern division of Consolidated Film Industries, the laboratories division of Republic Pictures Corp., has been named a vice-president of the parent company.

Robert W. Selig, division manager of Fox Intermountain Theatres, Denver, has been named, additionally, division manager of Fox Midwest Theatres, replacing Richard P. Brous, returning to private law practice.

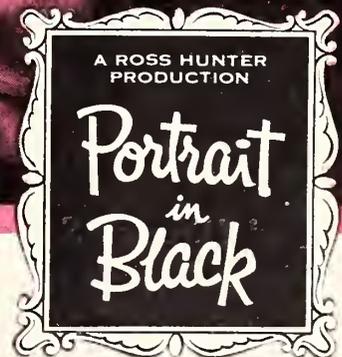
Meyer Adleman, head of Jersey Messenger Service, Philadelphia, has been saluted by Lit Bros., department store of Camden, N. J., in one of its public service advertisements. Adleman was cited as a "good neighbor," and praised for his philanthropic activities in the area.

Cecil Cohen, owner of the Murray Hill and Dixie theatres, Jacksonville, has acquired the Wesconnett Drive-In in that community from T. E. Bell.

C. Towner French, formerly in charge of sales planning activities for the GPL division of General Precision, Inc., has been named manager of the Washington, D. C., office.



SANDRA DEE and JOHN SAXON in one of the white hot moments from...



another HOT one for summer from UNIVERSAL!

Film Fee Bill

(Continued from page 1)

times yesterday; once during today's session.

Senator John J. Marchi, Staten Island Republican and co-sponsor, has indicated he would wait for the Assembly's action. His measure was still in the Senate Finance Committee.

Last year, the upper house unanimously approved a bill increasing the rate on original films from \$3 to \$4 per thousand feet, but decreasing the charge on prints from \$2 per thousand feet to \$4 for each additional "entire" copy. This year's act proposes the same hike on originals; a cut on prints, to \$6.50 for the entire copy.

It would not take effect until April 1, 1961.

A similar bill was vetoed several years ago by Governor Harriman, on the ground the loss to the state in revenue would be \$285,000.

The "loss," based on the schedule proposed in this year's bill and on the number of pictures likely to be submitted for licensing, with prints, has been variously estimated. One figure is \$185,000.

The appropriation for motion picture division salaries in the fiscal year 1960-61 is about \$126,385. Other costs—maintenance and operation, contributions to the state retirement system and social security payments—would put the total expense of conducting the division at \$150,000 to \$160,000, according to a budget division source.

'Intangibles' Excluded

This excludes so-called "intangibles."

Estimated return from the motion picture "tax" was set at \$350,000, in the governors budget message.

The Younglove film classification bill did not appear on the Assembly's third reading calendar today, despite the fact it had been listed in Tuesday's "advance" calendar. Nor was the measure included in those set forth on today's sheets for action tomorrow.

Apparent the delay was in the technical machinery.

The Senate Education Committee yesterday favorable reported the Companion Duffy act.

'Unforgiven' Drive Set

United Artists is launching a saturation radio and television campaign over 14 network and local stations in the greater metropolitan area for the New York premiere of Hecht-Hill-Lancaster's "The Unforgiven" at the new Loew's Capitol Theatre. It will be the Easter attraction.

'Navarone' Director Set

J. Lee Thompson, British director, has been engaged by Carl Foreman to director Highroad Productions' "The Guns of Navarone" for Columbia Pictures release. He replaces Alexander MacKendrick, who relinquished the post because of illness. The film now is in production in Greece.

REVIEW:

Othello

Universal

OPULENTLY MOUNTED, painstakingly staged and photographed this color film version of Shakespeare's tragedy leaves nothing to be desired production-wise. The "Mosfilm" Studio production, which was filmed in Moscow, 1955, is to be released by Universal as part of Russian cultural exchange agreement. The screenplay and direction by Sergei Yutkevich, considerably aided by superb camera work both on the interiors and the striking outdoor sets, expertly captures the tragic mood of the jealousy-ridden Moor of Venice played by Sergei Bondarchuk who is spurred by the treacherous Iago, vividly played by Andrei Popov, to murder his beloved wife Desdemona, enchantingly portrayed by the lovely Irina Skobtseva.

Visually the entire cast give excellent performances, with each member a perfect choice for the particular role, projecting every subtle nuance of the various dramatic characters of the play. Unfortunately, the one defect in the presentation, though no fault of the producers, is a major one. It lies in the dubbing of the voices of British actors and actresses for those of their Russian counterparts on the screen. The off-screen voices are so far out of synchronization with the on-screen action as to make it a most disconcerting chore to watch the screen and at the same time try to capture aurally the Shakespeare dialogue.

The musical score by Aram Khachaturian is highly imaginative and lends much to the film, which has been produced as a magnificent motion picture with plenty of action and not as the filming of a stage play *per se*, to the great advantage of the attraction.

Also apparently giving top performances judging by their efforts on the screen and excluding if one can the dubbing problem are Vladimir Soshalsky as Cassio who also is an innocent victim of Iago's diabolical plottings, E. Vesnik as the foppish Roderigo who aids Iago's schemings only to be betrayed himself, A. Maximova as the compassionate Emilia the wife of Iago, and E. Teterin as father of Desdemona.

The Russian filmmakers are to be commended for the high quality of the production which, apart from the dubbing, ranks in a class with such widely acclaimed filmizations of Shakespeare as the English-produced "Henry V" and the Hollywood-filmed "Julius Caesar."

Running time, 108 minutes. General classification. Release, in May.

SIDNEY RECHETNIK

Theatre of Tomorrow

(Continued from page 1)

stressed proper booking and advertising.

"Go back and look at your operation as the public looks at it," he advised.

He urged exhibitors to look for hidden values in the picture that could be sold, to develop new ways and means to sell the same thing in a different way.

"There is a shortage of product and it will be worse if the strike continues," he said.

He suggested that theatre owners pick up re-issues of pictures with actors who were unimportant five or ten years ago but who now have become stars through television shows. He asked them to play up the secondary players' in such films, not the top stars.

'Tingler' a Hit Here

Columbia's "The Tingler" grossed over \$500,000 in 48 theatres in its first wave of playdates in the New York metropolitan area, according to the company. The Loew's circuit alone reported a seven-day figure of \$216,000.

Films for USIA

(Continued from page 1)

sumably be covered in the next report.

The role of motion pictures in the agency's program was outlined by its international films chief, Turner Shelton. He noted that a half-hour color film of President Eisenhower's trip to Asia has achieved considerable success over the world in explaining the peaceful aims of U.S. foreign policy.

In Cuba, the agency's Havana branch has tried to keep the U.S. viewpoint before the public. Films shown at the Havana Agricultural Fair, depicting many aspects of American life, were "very popular," it was pointed out.

A film of the visit to the U.S. of Mexican President Lopez-Mateos drew compliments from its subject, who said that it had a "highly favorable impact" in his country. Similar favorable comments were made in connection with the U.S.I.A. film of the U.S. visit of President Sekou-Toure of Guinea.

"African Newsreel," a monthly two-reel film that is shown in more than 200 theatres in nine countries south of the Sahara (except the Union of South Africa) reaches more than 4,000,000 people per month through theatrical

Strike Confa

(Continued from page 1)

meeting scheduled for tomorrow afternoon between negotiators for Screen Actors Guild and the Association of Motion Picture Producers the current strike issues as was stated in an earlier report. It was stated, however, that the meeting arranged for the more specific purpose of discussing AMPP's strategy for tomorrow's negotiations.

Johnston left for East today where he is scheduled to make a stop March 19 at Shoreham Hotel in Wilmington for the Mayflower Warehouse men's Association.

Theatres to Suffer

(Continued from page 1)

pared by Al Floersheimer, TOA public relations director, declares the consensus is that the situation was "very tight," but should not be "severe" before early fall.

"Every picture unproduced because of the strike is a picture lost," the bulletin says. "Eight pictures were various stages of shooting when walkout occurred, and will not be finished until the strike is over. Several dozen were scheduled for film but not put before the camera because of the uncertainty of the situation. Regardless of when the strike is ended, a large number of pictures unfortunately, will have been lost to theatres."

With an already tight film supply, theatres will suffer, it adds. "Theatres certain to bring renewed interest in exhibition going into picture market and any such move will find TOA in the forefront."

The bulletin reflects generally accepted statistics on available picture film. It says the seven companies affected by the strike have about 110 unleased films; about 35 currently on lease, plus a reserve of reissuable pictures and foreign-made acquisitions.

It seems an average of 18 pictures a month from now through September available, compared with an average of "nearly 20 per month" leased last year. Additionally, it says 20 pictures from Universal, 30 from United Artists and others from independent producers.

Wide-Screen

(Continued from page 1)

a levy paid by exhibitors for the production of films.

Estimates are that levy payments on the exhibition of such pictures will bring in an additional \$25 million to the levy fund in a full year.

The BOT orders are subject to approval of both houses of Parliament but that is regarded as a formality. The orders are likely to take effect before the Parliamentary Easter recess.

exhibition, Shelton says. This seeks to show the identity of U.S. African interest in many fields.

The agency also distributed a 20-minute color film, "Search for Lincoln," in many countries. It was with the life of Abraham Lincoln

Companies Will Library Week

Member companies of the Motion Picture Association once again are participating in the celebration of National Library Week—April 3 to 9. This weekend there will be mailed to every 6,000 libraries a copy of a 17 poster featuring 18 outstanding novels that are at present being made into important motion pictures. The headline copy on the poster is as follows: "Read these important books—See these big pictures—The Motion Picture Industry Celebrates National Library Week." The logo on the poster reads: "A Few of the Books from the Great Movies are being Made."

Heart Project

(Continued from page 1)

Producers, distributors and exhibitors have agreed to set aside as many as 200 seats for future first-night dates, it was said. A goal of \$50,000 worth of first-night tickets has been set. The board appointed Walt Frammer, assistant chief barker, to head a sports committee and a new program committee. The chief barker expressed hope that tickets to major sporting events would soon be included in the "Heart Project" package. Vice President Richard Nixon was named an honorary "barker" in Variety's International yesterday during annual ceremonies held at his Wall-Towers suite here prior to the luncheon. He was presented a gold membership card from International Chief Executive George Eby. Participating in the induction were stage and screen stars Ethel Merman and Walter Pidgeon; John Daly, television personality; Assistant International Chief Executive Emanuel, and Variety's public relations officer, Ray Bell. The board praised the local tent at the luncheon for its success in three areas—membership, which committee is headed by Joseph E. Levine; social activities and "broad charitable endeavors." The board also announced that "glamorous" personalities would be invited to all subsequent luncheons of the local tent.

Minimum Pay

(Continued from page 1)

The board is expected to recommend legislation to the House of Representatives. Proposed legislation must be cleared by the full labor committee prior to being sent to the House committee, the traffic regulating committee of the house. It is possible that the full labor committee may wish to hold hearings of its own.

Conjoining Zenith

Bernard Jacon, veteran distribution executive, will join Zenith International Films Corp., effective Monday. Jacon's capacity of national sales representative. He will be liaison man between the home office and sub-distributors and will travel extensively to promote exchange sales activities.

Harling View

(Continued from page 1)

Bill Freedman, independent theatre operator. Harling was also met here by Ben La Haye of Montreal, executive secretary of the Theatre Owners Ass'n. of Quebec.

Plans Press Meeting

Harling made the comment on regulating pay-TV in discussing plans for a renewed fight against it in the U.S. on his return to New York. He will hold a press conference there to report on his Canadian trip on Thursday.

Pointing out that Bell Telephone lines carry Telemeter programs to homes, Harling asked: "How can Bell Telephone use its cloak to cloak Telemeter with a right Bell itself doesn't enjoy?"

"Telemeter," he added, "has no limits on its charges, though regulations set the limits on what the telephone company might charge its customers."

Inspected Studio

Asked what he thought of Telemeter following his observations here, Harling said, "I looked over the Telemeter studio and made a visit to a home where the attachment was in operation. What I saw was not new to me. I had seen Telemeter demonstrated before."

Harling said his visit gave him the opportunity of seeing first-hand the situation in Canada and making contact with exhibitors concerned with pay-TV. "I wanted to see what we can do to assist to help our Canadian friends in their fight against toll-TV," he declared.

Warns Exhibitors

Warning Canadian exhibitors they must not delay in the fight against toll-TV, Harling then said: "I am clearly of a mind as to the procedure for exhibitors to use to make the public aware of what they have to contend with. I have had an opportunity to study the neighborhood in which the Telemeter operation is installed. I have an idea of the economic group we have to aim at."

No specific program has been devised in Canada to fight Telemeter but Harling felt sure it would be successful.

TV Film Buyers

(Continued from page 1)

buy a "cream" or "selective" package for less than the price asked for separate lots of "A," "B" and "C" films.

Norman Bacon, of WHTN-TV Huntington, W. Va., said that when he refused to buy from C & C Super Corp. an entire package of 740 RKO films, the defendant company agreed to reduce the package to 222 pictures. But there were several of these his station did not want, Bacon said.

The five other companies charged with violating anti-trust laws are National Telefilm Associates, Screen Gems, United Artists, Associated Artists Productions and Loew's, Inc. (M-G-M).

Television Today

Ontario Stations Told: Stress Canada Themes

Special to THE DAILY

TORONTO, March 16.—The Board of Broadcast Governors — Canada's government authority on broadcasting — has taken two TV stations to task for lack of Canadian programming.

CKLW-TV, Windsor, Ont., much of whose stock is controlled by General Teleradio, of the United States, was told here by board chairman Dr. Andrew Stewart not to expect a renewal of its license for more than one year.

The two stations, the other being CKWS-TV, Kingston, Ont., now hold five-year broadcasting licenses that expire March 31.

Most from Kingston, Windsor

Board member Arlyle Allison said the governors have received more complaints from TV viewers in the Kingston and Windsor areas than from all other Canadian areas combined, relying too heavily on old films and canned programs.

Board counsel noted that the Windsor station had in the period of Feb. 7-20 had broadcast 36 advertisements not cleared by the BBG as required by the Food and Drug Act.

Campbell Ritchie said CKDW-TV's coverage area includes 300,000 Canadians and 3,000,000 Americans. He urged the governors to give his station consideration in modifying the regulations to take into account the Windsor station's special market problems.

Allison noted that CKLW-TV was advertising United States bond sales and U.S. Army recruiting messages.

Extend Through Mar. 26 Trading in Siatron

From THE DAILY Bureau

WASHINGTON, March 16. — The Securities and Exchange Commission has extended through March 26 its ban on all trading in the common stock of Siatron Electronics and Television, Inc.

The SEC proceeding concerning the accuracy and adequacy of a registration statement filed by Siatron is slated to resume tomorrow. Attorneys for SEC's division of corporate finance at that time are expected to inform hearing examiner Robert N. Hislop that stipulations concerning the company's stock and business affairs are not yet ready.

Seek Deadline

They are expected to ask Hislop to set a deadline on which stipulation will have to be ready. If no agreement can be reached after this date has been set, the agency's lawyers are prepared to conduct extensive examination of witnesses involved in Siatron's affairs. If this is necessary, the proceedings will be protracted.

Who's Where

The election of four vice-presidents in the program department of the NBC Television Network was announced by Robert W. Sarnoff, chairman of the board of the National Broadcasting Company. The new vice-presidents are: Harold F. Kemp, vice-president, nighttime programs, West Coast; Richard L. Linkroom, vice-president, special programs; David W. Tebet, vice-president, talent relations; Felix Jackson, elected a vice-president and assigned to the program department, West Coast.

Willard Block, now an account executive, has been assigned to fill the newly-created position of international sales manager for CBS Films, Inc., effective today, it was announced by Ralph M. Baruch, director of international sales for CBS Films. Block will be located in the company's New York offices.

Jack Reynolds has been appointed assistant to the director of special projects, information services, CBS Television Network, it was announced by Richard D. Heffner, director, special projects, information services.

Ira G. DeLumen has been appointed to the newly created position of manager, program and project sales for CBS Television Production Sales, it was announced by Tom Judge, director, production sales.

Coast Ad Agency Group Will Aid Academy Show

From THE DAILY Bureau

HOLLYWOOD, March 16.—Representatives of advertising agencies in the film capital have formed a committee to assist in the promotion of the Academy Awards program. Headed by Sidney Blumenstock, of Charles Schlaifer & Co., it will work closely with the Academy's publicity committee here.

Members of the new group include Frank Scharrer of Donahue & Coe, Gene Dickenson of Lennen & Newell, Jerry Sherman of General Service Studio, and Mort Goodman of the Mort Goodman Agency.

ASCAP Sends to FCC Rules to Combat Payola

From THE DAILY Bureau

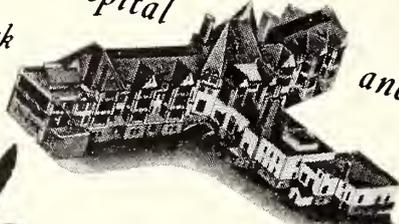
WASHINGTON, March 16. — The American Society of Authors, Composers and Publishers has submitted proposed rules to deal with "payola" to the FCC. It also reaffirmed prior statements by ASCAP officials that "payola" is "rampant," stating that it estimates that at least 50 per cent of the records which received top popularity in 1959 were products of firms involved in "payola."

OPEN LETTERS TO

ALL WHO WORKED ON WILL ROGERS HOSPITAL DRIVE

We

Will Rogers Memorial Hospital
Saranac Lake, New York



and Research Laboratories

National Office: 1501 BROADWAY
NEW YORK 36, N. Y.

Thank You

The patients do too!

To the DISTRIBUTOR CHAIRMEN
EXHIBITOR CHAIRMEN
EXCHANGE AREA COMMITTEEMEN
MOTION PICTURE SALESMEN
THEATRE OPERATORS
USHERS
PROJECTIONISTS
WOMPI MEMBERS
EMPLOYEE COMMITTEES
NATIONAL SCREEN SERVICE
TRADE PRESS

and the THOUSANDS OF OTHERS who gave important aid:

WILL ROGERS HOSPITAL
SARANAC LAKE, N. Y.
January 7th, 1960
Dear Mr. Montague:-
Your Christmas letter was received and I was very grateful for same, too; I am grateful for the privilege of being allowed the hospitality of this institution where I receive kindness and care that I could never expect in any other hospital. The Doctors and nurses leave the impression that you are not alone in this world and that they enjoy looking after your needs. I am grateful to those who make this place possible, yet in return all I can give you is my gratitude.
Sincerely,
(signed by a patient)

Year-after-year, ever since the present operational policy was established at your Will Rogers Hospital the people of the entertainment industry have put forth the effort and ingenuity to increase the support of your hospital's Healing and Research program . . . But you have made 1959 the year of all years. For you have made the 1959 Audience Collection and Christmas Salute campaign the greatest of them all.

This is a tribute to your understanding and endorsement of your hospital's aims, and your determination to help. In every Exchange Area, including Hawaii, your dedicated hard work has proved you to be true humanitarians. Without the force of your labor your hospital's wonderful work could not have attained its present high estate. And, without people like you, it indeed could not even have begun.

The special Thanks and Citation of the Board of Directors goes forth to every one of you who worked so willingly and well to make this year a singular success. It is through your efforts and accomplishments that our industry can so effectively support the care and treatment of serious diseases for so many of 'Our Own', and also to do Research work for the benefit of all mankind.

Yes, we speak for everyone who has accepted the responsibility of running your hospital, and for the present and future patients, when we say, humbly and gratefully, 'Thank You' . . .

Sincerely

A. Montague S. H. Fabian Ned E. Depinet
President Co-Chairmen. Combined Drive

Eugene Picker
Finance Chairman

M. A. Silver
Exhibitor Chairman

Alex Harrison James Velde
Distributor Co-Chairmen

Product
Is
News

MOTION PICTURE DAILY

See
Pages
Four
to
Eleven

.. 87, NO. 53

NEW YORK, U.S.A., FRIDAY, MARCH 18, 1960

TEN CENTS

Law Structure

Ontario Cuts Admission Tax by One Cent

Will Save Theatre Owners
About \$300,000 Per Year

Special to THE DAILY
TORONTO, March 17.—Provincial Treasurer Allan announced today a one-cent reduction in the province's admission tax to amusement places owned to save theatre owners in Ontario some \$300,000 a year. He told the legislature that the tax would be entirely abolished for places of amusement where the admission price was less than 66 cents where they were situated in municipalities having populations less than 100. In municipalities having populations more than 10,000 the tax rate is reduced by one cent in each of the eight admission price categories. The new structure will be: for tickets more than 84 cents and less than 94 cents the tax will be nine cents. For tickets not more than 84 cents (Continued on page 2)

Senate Also Passing N. Y. Film Fee Cut Bill

Special to THE DAILY
ALBANY, March 17. — Encouraged by last night's 90-38 Assembly vote approving the Savarese film fee reduction bill, Senator John Marchi said today he expected no difficulty in having his companion bill reported by the Senate finance committee. He hopes to substitute the Savarese Act for his, on Thursday reading next week. The upper house unanimously (Continued on page 12)

Some Films Should Be Classified by Parents

The question facing the industry today, as phrased by Ernest Emerling, TOA's theatres vice-president and advertising-publicity manager, is: how mature can movies become without losing completely the family (Continued on page 12)

Says TOA Would 'Safeguard Free TV,' After Inspecting Telemeter in Ont.

By SAUL OSTROVE

Although it's still too early to pass judgment on the Telemeter operation in Etobicoke, Ont., such enterprises are not in the "public interest" and may price themselves out of existence soon, according to Philip Harling, head of the anti-toll-TV committee of Theatre Owners of America.

Lewis Re-Elected Head Of Montana Theatres

Special to THE DAILY

SALT LAKE CITY, March 17.—Finus Lewis of Livingston, Mont., was re-elected president of the Montana Theatres Ass'n. here today at the conclusion of the joint convention of that organization and the Mountain States Theatre Ass'n. The latter group will hold its elections later this spring. Renamed as vice-president by the Montana exhibitors was Chris F. Gorder of Poplar, and Bob Suckstorff, (Continued on page 2)

Wage Floor of \$1.25 Is Backed by Meany

By E. H. KAHN

WASHINGTON, March 17.—The AFL-CIO line was delivered to the House labor standards subcommittee today by the labor organization's president, George Meany. He plumped for extending coverage of the Federal minimum wage law to an additional 7.5 million workers and raising the basic pay rate to \$1.25 hourly.

The motion picture industry was not brought into the discussion that (Continued on page 3)

N. Y. Senate May Be First to Vote On Film Classification Next Week

Special to THE DAILY

ALBANY, March 17.—The possibility was seen today the Senate might be the first to vote—sometime next week—on the film classification bill introduced at the request of the Joint Legislative Committee on Offensive and Obscene Material.

The upper House version is sponsored by Senator Thomas A. Duffy, Long Island City Democrat and joint committee member; the lower house, by Assemblyman Joseph R. Younglove, Johnstown Republican and committee chairman. Originally, the Younglove act was slated for action Wednesday but a delay developed.

The Younglove act was the first to be favorably reported, with the word "sacreligious" deleted via amend-

ment. It had been inadvertently included. The Duffy measure came out Tuesday, but a delay was encountered because of the necessity for reprinted copies due to the fact "sacreligious" had appeared in the original draft. The reprints must lie on senators' desks for three days. Senator Duffy believes the chance of passage in the upper house is good. (Continued on page 12)

Talks to Continue

See Today Vital In SAG-AMPP Negotiations

Joint Statement Expresses
Hope of Making Progress

By SAMUEL D. BERNIS

HOLLYWOOD, March 17. — The flag of truce between the Screen Actors Guild and the major film producers is still waiting to be raised.

Negotiations, which were resumed today at what was termed an "intermediate session" in the 10-day-old SAG strike, will continue tomorrow, starting at 2 P.M.

Following a more than two-hour meeting at the bargaining table, SAG took time out for a caucus, which lasted for more than half an hour, after which the following joint statement was issued by Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, and John Dales, national executive secretary of the SAG:

"We are hopeful of making progress. We are meeting by ourselves, (Continued on page 3)

Fox Signs Judgment To Stop Stock Sale

Matthew M. Fox, board chairman and president of Television Industries, Inc., yesterday signed a consent judgment that enjoins him from any further sales of stock in the company.

Fox was charged on Monday by the Securities and Exchange Commission with violating its stock registration rules in the public sale of shares of Television Industries and SEC at that (Continued on page 3)

Recess Skiatron's S.E.C. Hearings to April 4

From THE DAILY Bureau

WASHINGTON, March 17.—After a brief hearing today, the Security and Exchange Commission's inquiry into the affairs of Skiatron Electronics and Television, Inc., was recessed until April 4. At that time, it is (Continued on page 3)

U. S. TV Case Vs. UA Gets Setback

The government's "block-booking" case against six motion picture and television companies received another setback in New York Federal Court yesterday when Judge Archie O. Dawson told Department of Justice attorneys that testimony offered concerning United Artists "... knocks (Continued on page 3)

Nominees Are Chosen For WGA-W Awards

From THE DAILY Bureau

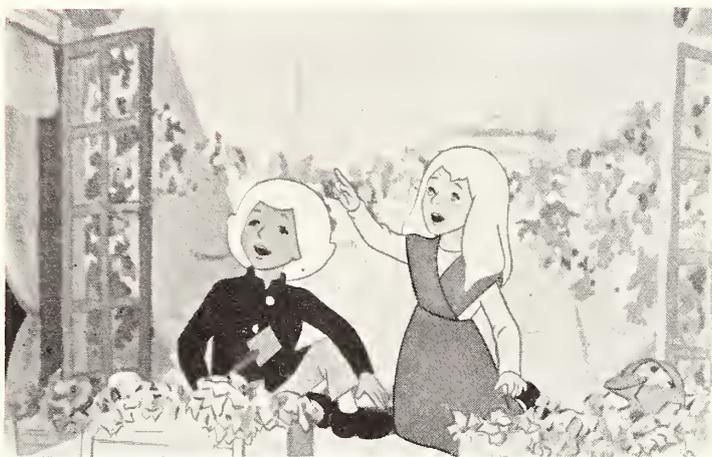
HOLLYWOOD, March 17. — The screen branch of the Writers Guild of America, West, has announced nominees for the WGAW annual Screenwriters Awards in the categories of "Best Written American Comedy," (Continued on page 3)

pictorially IN THE NEWS



Universal Product Makes News

FROM any aspect of product forecasting, the line-up of stars, titles and creative talent catalogued on pages 4 through 11 of today's Motion Picture Daily make an imposing and tantalizing list of things to come from Universal Pictures. Names like Cary Grant, Lana Turner, Gregory Peck, Marlon Brando, Tony Curtis, Rock Hudson, Deborah Kerr, Susan Hayward, Don Day, William Wellman and John Huston stud the list which is capped, of course, by the giant "Spartacus." At the left Philip Gerard, eastern advertising and publicity director, outlines some of U-I's plans to circuit executives at a recent meeting. Flanking him are Jerome M. Evans, eastern promotion manager Herman Kass, national exploitation; Paul Kamey, eastern publicity manager, and advertising agency head Charles Schlaifer. Below are stills from "The Snow Queen," Eastern release, and "Spartacus" set to open in the Fall.



PERSONAL MENTION

A. SCHNEIDER, president of Columbia Pictures, has arrived in Hollywood from New York for two weeks of meetings with production executives.

HERMAN FINKELSTEIN, general attorney of American Society of Composers, Authors and Publishers, is leaving New York for Atlantic City, N. J., where on Sunday he will address the Music Educators National Conference.

JACK FINBERG, United Artists branch manager in Cincinnati, and **ROSS WILLIAMS**, manager in Indianapolis, have left their respective headquarters for Pittsburgh.

JESSE CHINICH, Buena Vista Western sales manager, will leave here on Sunday for Chicago and Denver.

HELEN DODD, contract clerk for United Artists in Cincinnati, will leave there shortly for a three-month tour of Europe.

Set 45 More 'Ben-Hur' Openings to July 4

"Ben-Hur," now playing in its first 27 engagements, will open in an additional 45 cities before July 4, Joseph R. Vogel, M-G-M president, announced in Hollywood yesterday.

Since its world premiere at Loew's State here last Nov. 18, "Ben-Hur" has opened in 26 other key cities, where it has grossed \$5,000,000 at the box-office. Following its latest openings in Washington, Buffalo and Cincinnati this week, it has been set for openings within the next several weeks in Baltimore, Denver, Milwaukee, Rochester, Syracuse, Ottawa, Columbus, Dayton, Atlantic City, Asbury Park and Louisville.

'Hill' in 18 Openings

M-G-M's "Home From the Hill" has opened in 18 key-city theatres, many of which participated in the intensive series of cross-country previews of the film for press and exhibitors.

New 'Naples' Title

"It Started in Naples" is the new and final title for the Paramount comedy-romance formerly called "Bay of Naples." The picture was filmed in that city, Rome and Capri.

UJA Appeal Committee At Organization Meeting

The 1960 United Jewish Appeal campaign in the motion picture and amusement industries will get under way at a committee meeting today in the office of Barney Balaban, president of Paramount. About 50 industry executives are expected to attend the meeting, which will be conducted by Irving H. Greenfield of Metro-Goldwyn-Mayer, last year's chairman of the motion picture and amusement division.

Kunkel Hassanein Aide

Fred Kunkel, who for the past three years has been manager of the Penn Theatre in Pittsburgh, on April 1 will take over new duties here as assistant to Salah Hassanein, vice-president of United Artists Theatres. His replacement at the Penn will be William Mcclair, late of the Roxy Theatre here.

'Sword' to Open in L. A.

"The Sword and the Cross," religious spectacle being released by Valiant Films, will open in 52 theatres in the Los Angeles area on March 23. The saturation booking will be supported by an extensive campaign on television, radio and in newspapers.

Ontario Tax

(Continued from page 1)

cents, eight cents tax; not more than 74 cents, seven cents; not more than 65 cents, 6 cents; not more than 56 cents, five cents; not more than 47 cents, four cents; not more than 38 cents, three cents, and not more than 29 cents, two cents.

Allan said the saving to the operators in metropolitan Toronto would be about \$30,000 a year. "The tax reduction will be of greatest help, however, to small theatres in suburban communities," he added.

The new taxes on admission tickets over 94 cents will be ten per cent of the ticket price but every fraction of less than half a cent will not be counted while every fraction over half will be counted as one cent.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—
Rockefeller Center • CI 6-4600

"HOME FROM THE HILL"

Starring

ROBERT MITCHUM • ELEANOR PARKER

A SOL C. SIEGEL PRODUCTION

FROM M-G-M IN CINEMASCOPE AND METROCOLOR

and ON THE GREAT STAGE "MUSIC BOX PARADE"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 10 cents.

SAG - AMPP

Memphis School Shows Of Films Criticized

Special to THE DAILY

MEMPHIS, March 17. — Edward O. Cullins, owner of Idlewild Theatre, asked the Better Films Council today to investigate the practice of Memphis schools raising funds by charging students admission to movies of the Marilyn Monroe type.

"We are criticized for showing films that they are showing in the schools to make money," Cullins said, in his speech before the council.

J. A. West, owner of Hollywood Theatre, said "the schools don't have to worry about the box office because the children are required to attend the movies."

Assistant school superintendent Lee Thompson asked later about the charge said most schools show films occasionally to raise money for band uniforms and other institutional activities.

Another school official said films are usually carefully selected by school officials and that the Marilyn Monroe picture was a mistake.

Meany Supports

(Continued from page 1)

followed Meany's prepared testimony. It is understood, however, that exhibitors have been active in calling to the attention of their Congressmen the impact of the Roosevelt (D., Calif.) bill on theatres. These Congressmen, in turn, have passed the information on to the committee.

In his prepared testimony, Meany said: "If an enterprise cannot survive except by paying wages of 75 cents or \$1.00 an hour, I am perfectly willing for it to go out of business. . . . So if this kind of business is killed by a minimum wage of \$1.25, I for one will not be sorry."

Statement Softened

Under questioning, Meany modified this view to indicate that he did not have as callous an attitude as his statement indicated. He also said that labor wants both broader minimum wage coverage and \$1.25 rate. He said his group is not "prepared to accept" broader coverage alone.

No firm date has yet been set for testimony by the motion picture industry. Many changes have been made in the subcommittee's schedule and the March 30 date originally assigned to the industry was cancelled. It is understood that the subcommittee hopes to hear from the motion picture industry during the first week in April, but no definite date has been set yet.

To Tour Gold Medal

Karl Frederick Peronkoski, cameraman in Finland currently traveling in this country under a grant from the American - Scandivanian Foundation to become acquainted with the U.S. film industry, will tour Gold Medal Studios here today. Conducting him on the Gold Medal tour will be Martin Leichter, assistant to the president.

WGA Awards

(Continued from page 1)

Best Written American Drama," and "Best Written American Musical." A tie for fifth place resulted in six nominations in the category of "Best Written American Musical." There are five nominations in each of other categories. List of nominees follows:

"Best Written American Comedy": "A Hole in the Head," Aston Prods., and The Mirisch Company, screenplay by Arnold Schulman; "North by Northwest," M-G-M written by Ernest Lehman; "Operation Petticoat," Universal-International, screenplay by Stanley Shapiro and Maurice Richlin; "Pillow Talk," Arvin Prods., U-I screenplay by Stanley Shapiro and Maurice Richlin; "Some Like It Hot," Aston Prods. and Mirisch Company, screenplay by Billy Wilder and I.A.L. Diamond.

"Best Written American Drama": "Anatomy of a Murder," Carlyle Prods. screenplay by Wendell Mayes; "Ben-Hur," M-G-M, screenplay by Karl Tunberg; "Compulsion," 20th-Fox, screenplay by Richard Murphy; "Diary of Anne Frank," 20th-Fox, screenplay by Frances Goodrich and Albert Hackett; "The Nun's Story," Warner Brothers, screenplay by Robert Anderson.

"Best Written American Musical": "The Five Pennies," Denna Production-Paramount, screenplay by Jack Rose and Melville Shavelson; "Li'l Abner," Panama and Frank-Paramount, screenplay Norman Panama and Melvin Frank; "Never Steal Anything Small," U-I, screenplay and screen story by Charles Lederer; "Porgy and Bess," Samuel Goldwyn prods., screenplay by Richard Nash; "A Private's Affair," 20th-Fox, screenplay by Winston Miller; "Say One for Me," Bing Crosby Prods. 20th-Fox, written by Robert O'Brien.

CBS Sales, Profits Highest in History

Sales and profits of CBS operations in 1959 were the highest in the company's 32-year history, it is disclosed in the annual report of Columbia Broadcasting System, Inc., now being distributed to stockholders.

William S. Paley, chairman of the board, and Dr. Frank Stanton, president, informed CBS stockholders that 1959 net sales were 8 per cent above those for 1958, and net income was up 3 per cent over 1958's previous high. Consolidated profits for the fiscal year 1959 totaled \$25,267,000, as compared to \$24,429,000 earned in 1958. Sales for the year totalled \$44,311,000, or \$32,511,000 more than 1958 sales of \$411,800,000.

Presley Re-Release Set

Elvis Presley's first motion picture, "Love Me Tender," will be re-released within the next month to coincide with the singer's discharge from the Army and his reappearance on the American entertainment scene. The 20th Century-Fox picture was filmed in CinemaScope and co-starred Richard Egan.

PEOPLE

Phil Chakeres, president of Chakeres Theatres, Springfield, O., was host at an informal luncheon in the Hotel Metropole, Cincinnati, honoring Al Lidman, newly appointed film buyer for the circuit.

Jack Felix, formerly Allied Artists branch manager in Denver, has joined Air Dispatch, of that city.

C. G. "Dutch" Littler has been named manager of the In-Town Auto Theatre, Columbus, O., a unit of Monarch Theatres of Chicago. He succeeds Lou Holleb, who has been reassigned to the home office.

Marvin Samuelson, assistant film buyer for the Stanley Warner theatres in Pittsburgh, was dined by his colleagues at the Carleton House there. He is leaving S-W shortly to join the Dipson Circuit.

Charles Zagrans, independent distributor in the Philadelphia area and representative of Arrow Releasing Corp., has discontinued his association with Fanfare Films.

Skiatron Hearing

(Continued from page 1)

hoped by SEC lawyers that it will be possible to enter stipulations concerning dealings in the company's stock. If not, witnesses are to be called.

Stipulations are being sought from Skiatron's president, Arthur Levey; the company itself; Matthew M. Fox, president of Skiatron of America, which held the exploitation license for the Skiatron pay-TV system; and a member of the brokerage firm of RE and RE, specialists in Skiatron stock now listed on the American Stock Exchange.

U. S. TV Case

(Continued from page 1)

the bottom out of your case against this company."

Norman Bacon, film-buyer for WHTN-TV, Huntington, W. Va., admitted during cross-examination that he was freely selecting picture packages he wanted from among the various ones offered him. He said he had received a telegram from UA advising him that he could buy films individually in this regard. The witness added that no pressure, aside from the usual salesmanship, was brought against him in negotiating for him.

Bacon said that in purchasing Screen Gems' 104-picture package, "Hollywood Movie Parade," he was not forced to take specific films. The government alleges this contract was "block-booked."

No hearings will be held today. The trial will resume next Monday at 10:30 A.M.

Continued from page 1)
will get together again at AMPP quarters tomorrow.

He left the meeting, Dales recalled. "If it gets wrapped up, it got wrapped up all at once, and peacefully."

Dales observation led to strong opinion that that tomorrow's meetings holds the key to the hoped-for success in reaching a solution leading to settlement of the strike.

Among those attending today's bargaining session, in addition to Boren and Dales, were:

of the AMPP: B. B. Kahane, Columbia Pictures; E. L. De Patie, Warner Brothers; Eugene Arnstein, Allied Artists; Bonar Dyer, Walt Disney Productions; Y. Frank Freeman, Mount Pictures; Lew Schreiber, Century-Fox; E. C. de Lavigne, Paul Rittenberg, M-G-M; Alfred Amie, assistant to Boren, and Mel Silberberg and Maurice Benjamin, AMPP attorneys.

SAG: Ronald Reagan, president; Chester Migden, Chic Chandler, George Chandler, Leon Ames, Ed Kheel, Dana Andrews, Will Berger, SAG attorney, and Haroffman, executive secretary of New York branch.

Signs Judgment

(Continued from page 1)

secured a temporary injunction against Fox.

The injunction was made permanent yesterday when he agreed to the permanent judgment. It was signed in New York Federal Court by Judge Richard L. Palmieri.

In signing the consent judgment he did so to "avoid the delay expense of a trial and bad publicity." He said the latter might hurt the motion picture industry in America, which he also is in plans to proceed with a circuit pay-television system.

He claimed in the judgment that he never effected sales of current motion picture Television Industries but put up as collateral with three loan companies to further business of the industry. The loan companies were named as Judson Commercial Corp. which he said sold 12,800 shares without his consent when he was on a loan; Mideast Security Corp., 18,000 shares; and The Silver Co., 2,000.

In a statement issued late yesterday he said Fox said he felt that the Securities and Exchange Commission acted wisely and fairly in the matter as there was no other way to get certain lending institutions to sell the balance of my col- lectible without first registering it."

Luig Returning

HOLLYWOOD, March 17.—Irving Berlin, president of Buena Vista Motion Picture Co., will leave by plane for New York, after top-level conferences on "Pollyanna," Disney's technicolor production.

THE **Film**
DAILY

Editorial

“Names Make News”

...also box office success

Read
and

Compare

What is



COMING FROM..



UNIVERSAL-INTERNATIONAL

FOR EASTER RELEASE

Hans Christian Andersen's

THE SNOW QUEEN

FULL-LENGTH
FEATURE CARTOON
IN EASTMAN
COLOR



WITH PROLOGUE STARRING

ART LINKLETTER • SANDRA DEE

TOMMY KIRK STAR OF SHAGGY DOG™ • **PATTY McCORMACK**

Cartoons, Animation and Screenplay by Soyuzmultfilm Productions

English Dialogue Version • Prologue and Adaptation written by

ALAN LIPSCOTT and BOB FISHER

Produced by ROBERT FABER • A Universal-International Release

AND FEATURING THE VOICES OF

FOR SUMMER RELEASE

LANA TURNER
ANTHONY QUINN
SANDRA DEE
JOHN SAXON
LLOYD NOLAN

as Matthew Cabot

A Ross Hunter Production

PORTRAIT IN BLACK

in Eastman Color

co-starring **RAY WALSTON**
VIRGINIA GREY • ANNA MAY WONG
and also co-starring

RICHARD BASEHART

directed by MICHAEL GORDON • produced by ROSS HUNTER

screenplay by IVAN GOFF and BEN ROBERTS

UNIVERSAL!



Universal
International



UNIVERSAL

TONY CURTIS
*"THE GREAT
IMPOSTOR"*

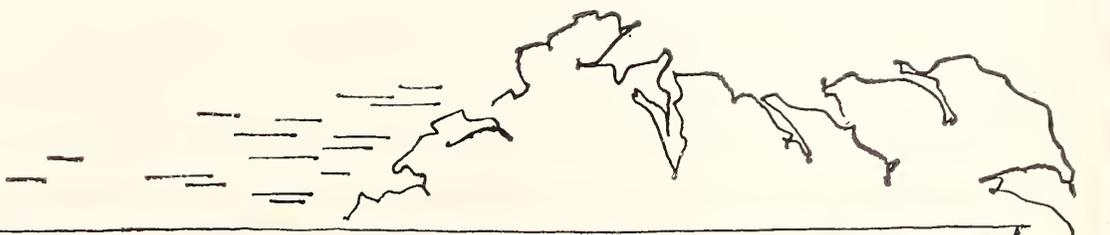


DORIS DAY
REX HARRISON
"MIDNIGHT LACE"

ROCK HUDSON
KIRK DOUGLAS
"DAY OF THE GUN"



JOHN HUSTON'S
*"THE FREUD
STORY"*



INTERNATIONAL STUDIOS

**CARY GRANT
DEBORAH KERR
ROBERT MITCHUM
JEAN SIMMONS**

***"THE GRASS
IS GREENER"***



**RICHARD WIDMARK
*"SECRET WAYS"***

**SUSAN HAYWARD
*"BACK STREET"***



**ROCK HUDSON
*"THE SPIRAL
ROAD"***



UNIVERSAL

GREGORY PECK
*"THE
EXECUTIONER"*

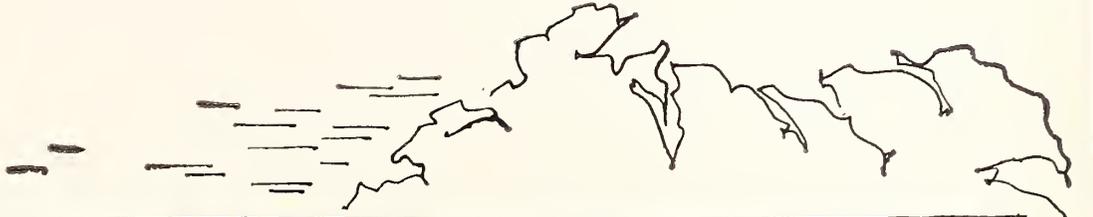


**PETER USTINOV
SANDRA DEE
JOHN GAVIN**
*"ROMANOFF
AND JULIET"*

**ROCK HUDSON
GINA LOLLOBRIGIDA**
"COME SEPTEMBER"



JOHN HUSTON'S
*"THE MAN WHO
WOULD BE KING"*



INTERNATIONAL STUDIOS

TONY CURTIS

***"WINE OF
YOUTH"***



SANDRA DEE

***"TAMMY, TELL
ME TRUE"***

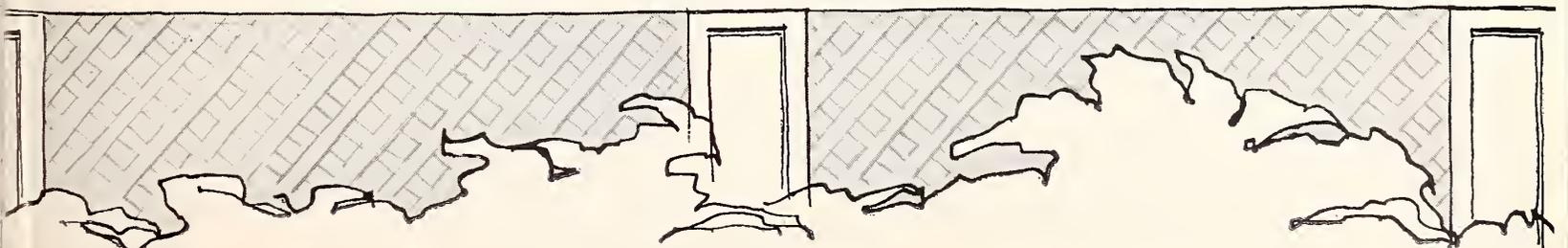
MARLON BRANDO

***"THE UGLY
AMERICAN"***



**WILLIAM
WELLMAN'S**

"THE S.O.B.'s"





UNIVERSAL

FOR FALL RELEASE IN SELECTED

KIRK DOUGLAS
LAURENCE OLIVIER
JEAN SIMMONS
CHARLES LAUGHTON
PETER USTINOV
JOHN GAVIN

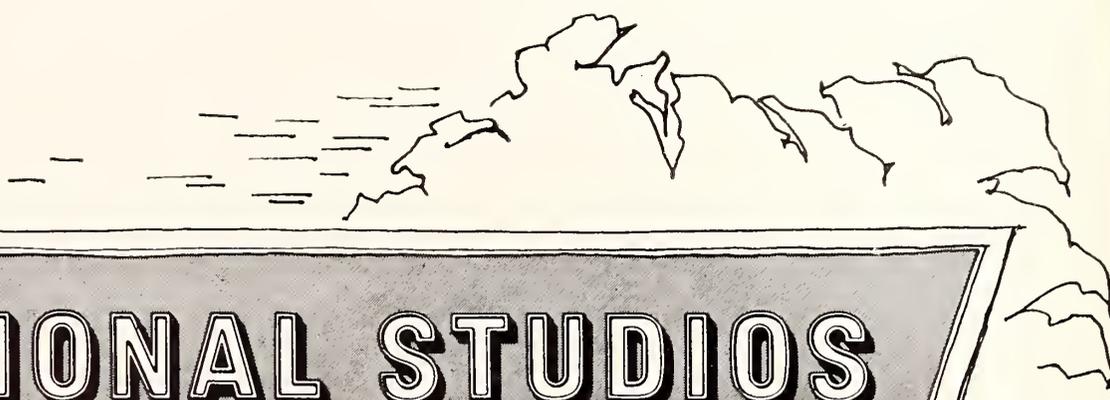
AND

TONY CURTIS

as antoninus

Directed by STANLEY KUBRICK

Music Composed and Conducted by ALEX NORTH



INTERNATIONAL STUDIOS

ROAD SHOW ENGAGEMENTS!

SPARTACUS



Produced by **EDWARD LEWIS** • Executive Producer **KIRK DOUGLAS**
Technicolor® Super Technirama—70® • a Bryna Production • A Universal-International Release

TENT TALK

Variety Club News

LONDON—Variety Club of Great Britain has awarded two more scholarships to English students for attendance at American schools. Peter Frederick Raclier, a pupil at Sir Walter St. John's School, Battersea, London, will attend Phillips Exeter Academy in New Hampshire for a year. Janet Taylor, of the Rose Bassett School, Streatham, London, will spend a year at the Northfield School for Girls in Massachusetts.

△

MINNEAPOLIS—Joseph Podoloff, Variety International regional representative and past chief barker of Variety Club of the Northwest, was honored at a testimonial dinner held at the Pick-Nicollet Hotel, honoring his 25 years as an active Variety member.

△

PHILADELPHIA—Tent No. 13 is sponsoring an Athletic Night, including a program of boxing, at the Valley Forge Army Hospital at nearby Phoenixville, Pa.

△

ALBANY, N. Y.—Variety Club of this city is considering moving its present building-owned headquarters to a downtown location, and selling the present structure. It has been suggested that new space be shared with the Albany Club, adjacent to a restaurant and parking lot.

Parents 'Classification'

(Continued from page 1)

audience that has proved the backbone of motion picture success?"

Discussing the question in the Loew's Theatres' Movie Memo, a bi-weekly service to editors, columnists and commentators, Emerling observes that when television captured the youngsters, "picture-makers decided that they must dream up more mature fare if they were to attract the older audiences." Hence the increase in adult films.

He concludes that "Parents who decry some of the more adult and outspoken movie creations should assume the responsibility of determining what their children should and should not see. This applies not only to motion pictures but to other media. . . . Perhaps what is needed is less talk of censorship and more parents with a sense of responsibility and the backbone to exercise it."

Senate Passage

(Continued from page 1)

adopted a similar proposal last year, the chief difference being that provided for a reduction in the print fee from \$2 per thousand feet to \$4 for each additional "entire copy." Current legislation, increasing the rate on original (physically reviewed) films licensed by the State Education Department's motion picture division from \$3 to \$4 per thousand feet, cuts the charge on prints to \$6.50 in toto.

TOA Would 'Safeguard Free TV': Harling

(Continued from page 1)

guard" free television in the United States.

"We intend to take our fight to Congress, because toll-TV and free TV can't live together," he said. He referred to the Harris Bill, (introduced by Rep. Oren E. Harris,) which empowers the Federal Communications Commission to control cable pay-television as well as broadcast which is already under its jurisdiction.

"We have so many billions of dollars invested in theatres now. Film companies aren't ready to abdicate their theatre runs for pay-TV," Harling added.

Many Wary of Cost

He said that in his talks with many Canadian television owners, he was told Telemeter was "too expensive too tackle." As for Toronto area theatre owners, "they're anxious to follow the legislative restrictive pattern of the United States but they haven't any organization comparable to our FCC. They also feel the CBC is too strict. Exhibitors all over Canada need the kind of protection those Toronto exhibitors didn't get."

Harling has actively opposed pay-

TV for the last six years and implied yesterday that the present experiment in Canada shows signs of becoming "another Bartlesville." He said he did not think Telemeter's pay-as-you-go policy was more than a negligible improvement over flat periodic billing.

Telemeter's Novins

Replies to Harling

Harling's assertions were countered yesterday by Louis A. Novins, president of International Telemeter Co., a division of Paramount Pictures. Contacted for comment, he said: "Mr. Harling's one-day survey of Telemeter near Toronto could have been expected to be as objective and unprejudiced as a survey of the American free enterprise system by Mr. Khrushchev. Intelligent observers will prefer to rely on the published statements of reporters representing the most responsible newspapers in the U.S. and Canada. Their conclusions reflected the highly favorable public reaction.

"It's time that exhibitors stopped being suckered by TV interests. On Telemeter, we charge for the product that exhibitors sell. On so-called 'free television,' they give away that prod-

uct to the detriment of theatre-ness. It just doesn't make sense exhibitors should join forces those who are giving away their net for nothing. Instead, they should be extending their theatres electronically to reach their lost audience through Telemeter's theatre-in-home system.

"We have good reason to believe that the American Congress will rescind the free enterprise system to serve the vested interests which are trying to stop progress."

Golden Gloves Bout Slated for Telemeter

The East vs. West finals of National Golden Gloves Championships, to be staged at Madison Square Garden next Monday, will be shown over the Telemeter system. Etobicoke, Canada, it was announced here yesterday by International Telemeter Co.

The telecast from the Garden will provide the Toronto Telemeter audience with the complete show beginning at 8 P.M. and running for more than three hours.

Senate Vote

(Continued from page 1)

despite opposition to "censorship." Assemblyman Younglove is also optimistic.

Elias Schlenger, Fabian division manager, was one of those sending wires of opposition to area senators. They included Julian B. Erway, Democrat of Albany, and Owen M. Begley, Democrat-Liberal of Schenectady and a former mayor of the upstate city.

Assembly Vote Monday On 'Art Council' Bill

Special to THE DAILY

ALBANY, N.Y., March 17. — The Assembly today deferred until Monday night action on the Mitchell bill creating a temporary state commission, to be known as the New York State Council on the Arts, which would make a comprehensive survey of the state's cultural resources and make recommendations concerning appropriate methods of encouraging participation in, and appreciation of, the performing and fine arts.

The Senate has already passed the measure, which Governor Rockefeller advocates, but the Assembly has not yet gone along with the idea.

'Home' Set for Cannes

Metro-Goldwyn-Mayer's "Home From the Hill" has been selected by the Motion Picture Export Association as the official nominee to represent the American film industry at the 1960 Cannes Film Festival. M-G-M's "Ben-Hur" was chosen previously to be shown out of competition at the Cannes event.

Theatres Aiding 'Oscar' Campaign Set Record

All exchange areas except two have already signed considerably more exhibitors for the Academy Award promotion than participated last year or in any previous year, according to James R. Velde, chairman of the sales managers committee of the Motion Picture Association, which is directing the enlistment campaign.

This added participation by exhibitors means that the Oscar trailer, inviting viewers to watch the presentations of the awards on April 4, will be shown on well over 1,000 more screens than last year. The Academy posters will be displayed in more theatre lobbies and many more exhibitors will encourage additional publicity for the industry in newspapers, on television and radio stations, and in various advertising media used both by theatres and cooperating merchants, Velde said.

The "Guess the Oscar Winners" contest also is growing in popularity. Newspapers sponsoring this promotion throughout the U.S. and Canada are being added daily.

Farkas on 'Navarone'

Harold M. Farkas has been retained by Columbia Pictures to handle special promotion and publicity in the travel field in connection with Carl Foreman's "The Guns of Navarone," currently before the location cameras in Greece. Farkas will coordinate a special campaign directed at travel publications and travel editors of regular media revolving around Greece as a tourist attraction. He will also handle the various travel tie-ups that have been arranged with the cooperation of the Greek government.

Reelect Lew

(Continued from page 1)

Sidney, was re-elected secretary-treasurer.

Tom Grady of Shelton was elected representative to the Congress of Motion Picture Organizations, and Anderson, Kalispell, representative of Theatre Owners of America. Nominators named are Harold H. Isabelle Boniface and Jack McC

Urged by Al Forman

In a talk delivered by Al Forman of Portland, TOA vice-president and head of the Oregon State Theatre Owners Assn., the exhibitors urged to make their organization strong as possible so that on the day of legislation, both local and national, "we will have the necessary strength to prevail."

"I mean by that," Forman said, "the elimination of the admission tax—which we accomplished—the exclusion of theatres from the new minimum wage bill, and the toll TV tax."

Big 'Bismarck' Drive

"Sink the Bismarck" will be the theme of the RKO, Skouras, Century, and Randforce and Brandt circuits in March 23 with a city-wide exhibition campaign larger than for its previous first-run engagements according to 20th Century-Fox.

Johnny Horton, Columbia Pictures star, whose recording of the title was the top seller in the disc company's catalog last week, will make personal appearances at every theatre in the chains to sign autographs and give away free records. Extensive promotion is also set.

MOTION PICTURE DAILY

87, NO. 54

NEW YORK, U.S.A., MONDAY, MARCH 21, 1960

TEN CENTS

7. a Threat

Industry Still In Hurt By State Measures

14 Legislatures Still in Session

By E. H. KAHN

WASHINGTON, March 20—a new wave of activity in state legislatures that the industry still faces its greatest threat in New York, where a number of classification bills are to be considered this week.

Present, there are 14 state bodies in session, two have recessed until later dates, and one has yet to meet.

Except in New York, it appears as if the industry has not fared too well at the hands of the states. This year can, of course, change at any moment. In Massachusetts, for example, a classification bill was defeated as was a sales tax measure which would, in any case, have excluded film rentals and admissions. In Virginia, the lawmakers let die a tax bill which was feared to apply to both admissions and film rentals. In addition, a bill imposing a 3 per cent tax on film rentals was defeated. (Continued on page 2)

h. Allied Names Two National Board Meet

Special to THE DAILY

DETROIT, March 20.—After the meeting of the board of directors of the Michigan Allied it was announced that national directors Milton S. Eisenhower and Alden Smith would represent the Allied at the National Allied board meeting in Chicago March 28 and the announcement said the directors "were issued appropriate instructions by the board." The meeting followed a luncheon at which eleven leading local distributors were present.

It was also announced that the Lux Krim Theatre had joined the Michigan Allied. This is the second theatre to join since the first year, the other having been the Fox.

'Bridge,' Paul Muni Win Top Argentine Festival Prizes

By MARTIN QUIGLEY, JR.

MAR DEL PLATA, March 20.—A West German film, an American actor, an Italian actress and Italian director won top prizes in the competition of the Second International Film Festival held here and which came to an end at the weekend.

Named as best picture was "The Bridge"; best actor, Paul Muni in Columbia's "The Last Angry Man"; best actress, Eleonora Rossi Drago in "Un Maledetto Imbroglione"; best director, (Continued on page 3)

Detroit Projectionists Contract Row Settled

Special to THE DAILY

DETROIT, March 20.—Local 199, Projectionists' Union, has finally signed a new two-year contract with Detroit metropolitan exhibitor groups following six months of negotiation. The old contract expired last Jan. 3, and a federal and state mediator had been called in to assist in the reaching of an agreement.

The settlement calls for the start of a pension plan and an increase in weekly pay rates. It covers the majority of exhibitors in the city and several suburbs.

U. S. Industry Wins 2 Argentine Concessions

Two important provisions of benefit to the American industry have been incorporated into the one-year extension of the film agreement with the Argentine Government, George Vietheer of the Motion Picture Export Ass'n. said here at the weekend. Negotiations for the agreement—in effect (Continued on page 2)

American Legion Magazine Sees Test Under Way on Film Work for 'Reds'

The American Legion Magazine which, in its March issue gave but cursory editorial attention to the employment of persons cited by the House Un-American Activities Committee by Hollywood producers, launches a full-scale attack on the practice in the April issue, just out.

In an unsigned article, three pages in length, under the departmental heading "News of the American Legion and Veterans' Affairs," it asks the question: "Will the Public Support Re-Entry of Reds in Films?"

The article reviews the recent declarations of producers Otto Preminger and Stanley Kramer in connection with the employment of Dalton Trumbo, one of the so-called "Hollywood 10," on the former's "Exodus," and of

Sellers, Mankowitz Join In Deal with Continental

By SAUL OSTROVE

"Strong partnership support" on this side of the Atlantic has been assured producer-screen writer Wolf Mankowitz and actor Peter Sellers, who together have agreed to co-produce two pictures with Continental Distributing, Inc., which hopes to (Continued on page 2)

Exhibitors' 'Oscar' Aid The Best Yet: Robbins

More exhibitors in the United States have signed on the dotted line to support the 1960 Academy Awards Presentations than have ever before joined together for any single industry activity, according to Burton Robbins, vice-president of National Screen Service.

Robbins based his statement at the (Continued on page 7)

Following Meeting

AMPP Studies New Proposals From the SAG

Another Confab Expected Some Time This Week

By SAMUEL D. BERNS

HOLLYWOOD, March 20.—"We have spent the afternoon in an exchange of offers and counter-offers, and at this time are dispersing until the producers call the next meeting."

With this joint statement representatives of the Screen Actors Guild and the Association of Motion Picture Producers brought to a close on Friday evening the almost three-hour bargaining session seeking to end the current strike of the guild against the major companies.

Charles S. Boren, executive vice-president of the AMPP, said following the conference that the producers will consider the counter proposal made by SAG before calling the next meeting, which it is believed will be held during the coming week. His only comment on the progress of the (Continued on page 2)

Industry UJA Goal Increased 30 Per Cent

A 30 per cent increase over last year's total of \$700,000 raised for the United Jewish Appeal by the motion picture and amusements industries was set as the division's 1960 goal Friday at a committee meeting attended by 40 industry leaders in the office of Barney Balaban, president of Paramount Pictures.

Irving H. Greenfield of M-G-M was elected chairman of the drive (Continued on page 2)

MGM Field Staff Meets On 'Ben-Hur' Today

Special to THE DAILY

CHICAGO, March 20.—The MGM field staff, both the regular press representatives and the special men assigned exclusively to "Ben-Hur," are meeting at the MGM exchange here tomorrow, to discuss promotion for (Continued on page 2)

PERSONAL MENTION

F. J. A. McCARTHY, Universal Pictures assistant general sale manager, and sales director for "Spartacus," and **JEFF LIVINGSTON**, executive coordinator of sales and advertising, returned to New York at the weekend from Chicago, Detroit and Boston.

STEVE BROIDY, president of Allied Artists, left New York at the weekend for London. He was accompanied by **NORTON V. RITCHEY**, president of Allied Artists International.

HARRY GOLDBERG, Stanley Warner Corp., director of advertising-publicity, left here on Saturday for a combined business-and-vacation trip to Britain and the Continent.

EDWARD S. FELDMAN, international publicity coordinator for Paramount's "The World of Suzie Wong," has returned to New York from London.

WILLIAM WYLER, director of "Ben-Hur," has returned to Hollywood from New York.

SAMUEL GOLDWYN and **MRS. GOLDWYN** will arrive in New York today from the Coast. They are enroute to Munich.

MEL HULLING, co-owner of the Allied Artists West Coast franchise, who arrived in New York last week from San Francisco, returned to his headquarters there over the weekend.

Correction

Sales of the Columbia Broadcasting System for 1959 were \$444,311,000, as compared with \$411,800,000 in 1958. The first figure was incorrect in a story in MOTION PICTURE DAILY last Friday due to a typographical error.

Check with..... national screen service for the best in SPECIAL TRAILERS

SAG Offer 'Snow Queen' to Open In 230 Keys at Easter

(Continued from page 1)

talks was, "We are neither encouraged nor discouraged."

Many speculated regarding the SAG counter proposal, believing that the prime consideration in the minds of the producers is the dollar-and-cents amount demanded for the pension, health and welfare fund in lieu of any demand for residuals from the sale of post-1948 films to television.

The tight-lipped attitude of the negotiators in withholding concrete information on the discussions or offering some assurance of progress will undoubtedly have a disheartening effect on the thousands who are standing by with the wishful thought that the back-to-work signal flag is about to be raised.

A study of today's results would seem to indicate that the AMPP negotiators are limited in authority and must wait for reaction from the company heads before they can proceed.

Howard Keel, one of the SAG negotiators, questioned by this reporter following the meeting, said that no discussion was held regarding the resumption of production on the nine films on which shooting has been halted by the strike.

Industry UJA Goal

(Continued from page 1)

for the third straight year. If attained, the increase in contributions would provide another 670 families of homeless immigrants with adequate care and housing in Israel.

The highlight of the present campaign will be the division's annual UJA dinner Wednesday, May 25, at the Essex House here. Guest of honor for the affair will be announced at a later date.

Principal speaker yesterday was Shulasmith Spector, a former commander of the womens forces of the Israeli Army. Miss Spector, now an industrial engineer, arrived here recently with first-hand knowledge and pictures of the relief and resettlement problem involving more than 60,000 persons rescued from distress by the UJA.

Argentine Concessions

(Continued from page 1)

fect April 1—were conducted by Robert Corkery of MPEA during the International Film Festival in Argentina last week. Viether also attended the festival.

In addition to granting the U.S. 200 import licenses as in previous years, the new deal provides for the importation of short subjects and 16mm versions of feature films. Eric Johnston, MPEA president, has already signed the agreement and it is expected to be ratified by the Argentine Foreign Office shortly.

"The Snow Queen," the full-length animated cartoon feature in Eastman Color based on the famous Hans Christian Andersen story which Universal-International is releasing, has been booked into 230 key situations for the Easter holidays, it was announced by Henry H. "Hi" Martin, Universal vice-president and general sales manager.

Key openings of "The Snow Queen" for Easter include the Lafayette, Buffalo; the Loop, Chicago; the Hippodrome, Cleveland; the Indiana, Indianapolis; the Broadway Capitol, Detroit; the Fulton, Pittsburgh; the Fox, St. Louis; the Joy, New Orleans, and some 75 theatres in the Greater New York area, including the RKO Theatres circuit.

Lipton Heads Drive for Coast Charities Group

From THE DAILY Bureau

HOLLYWOOD, March 20.—David A. Lipton, Universal Pictures vice-president, has been named associate campaign chairman for the 1961 Motion Picture Permanent Charities industry-wide drive, it was announced at the weekend by MPPC president Walter Mirisch.

Lipton joins with Sidney Solow, recently drafted for a second term as overall MPPC campaign chairman in planning and implementing the film industry's annual appeal in behalf of major Los Angeles charitable groups.

Publicist Unit Reports Placing of Members

From THE DAILY Bureau

HOLLYWOOD, March 20. — With a sizeable number of Hollywood publicists out of work due to a production hiatus and strike layoffs on major lots, the Publicists Association, IATSE Local 818, through its employment committee, has canvassed local and out-of-town job possibilities for members and has come up with 54 openings for which publicists are qualified.

According to Irwin Franklin, committee chairman, a major portion of employment possibilities are in newspaper field, where offers range from free-lance assignments to bureau managers.

No SBA Loans in Feb.

WASHINGTON, March 20.—No loans were made to motion picture theatres by the Small Business Administration in February, though the agency approved 308 loans worth \$13,867,000. SBA tentatively approved a loan of \$21,000 to Bandler Films, Inc., Albuquerque, N. M., for production of motion pictures for television. A local bank will participate in the financing.

Industry Bill

(Continued from page 1)

75-cent minimum wage (but which would have exempted ushers) failed to be enacted.

The Pennsylvania legislature recessed until June. At present, there are two suits pending that challenge last year's censorship law there. Decision in either is expected for about a month. No matter who comes out on top, however, it is a foregone conclusion that the loser will take an appeal and the case is certain to wind up before the Supreme Court.

The Maryland legislature has been quiet, from the industry's viewpoint and no censorship measures have been introduced.

Georgia hiked its sales tax, but rentals are exempt.

Sellers, Mankowitz

(Continued from page 1)

capitalize further on the present successes of the Britons in America.

Announcement of the agreement between Continental and Sellers Mankowitz Productions of London was made here Friday at a telepress conference attended by Walter Reade, Jr., chairman of the board of Continental; Irving Wormser, president of the company, and Mankowitz who left for England later in the day.

"We haven't made just a dull deal," Mankowitz, author of "Expensive Bongo," said. "This agreement encourages enormously other independent British producers who are always hoping for more financial support. Sellers and I will be able to combine our creative talents in our own production unit."

Reade declined to state how much money he has invested in the company, but Wormser said Continental presently has \$3,000,000 committed to co-productions here abroad.

Location filming will be stressed on both pictures. The first, "The Merchant of Venice," will be shot in Morocco this September and October. "The Man Who Corrupted America" will be filmed almost in its entirety in New York. Another projected film is the adaptation of Mankiewicz's novel "Old Soldiers Never Die."

MGM Field Staff

(Continued from page 1)

future bookings for the William Wyler presentation. Robert Mochrie, publicity manager for "Ben-Hur" will head the group.

Howard Strickling, vice-president in charge of advertising and publicity, Emery Austin, Morgan Ginn, Oscar Doob and Bernie Silver will represent the studio and head office publicity and advertising departments.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau: Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies

BOOK REVIEW

OLYWOOD RAJAH: The Life and Times of Louis B. Mayer. By Bosley Crowther. 330 pages. Illustrated and indexed. Henry Holt & Co. \$5.50.

No doubt, in the course of his long career in Hollywood Louis B. Mayer had some enemies and incurred the dislike of others. They should revel in his unflattering portrait of the former M-G-M studio head, as drawn in the motion picture critic of the *New York Times*, Bosley Crowther. It is a known fact that Mayer also had enemies. They are not likely to be pleased by a reading of this book. This is an invidious picture of a man and one which, because of the subject's prominent and influential position in the industry for more than three decades, casts an unwelcome shadow on the industry itself. The author obviously holds his subject in esteem and, by implication, the industry in which the subject wielded power for so long does not fare better.

It shapes up as a very extreme, unreadable, view of what was without doubt one of the outstanding rags-and-metal-hunter stories of the American business world of this century. Mayer, son of immigrants, started work as a rag and metal hunter on the streets of St. John, N.B. He not only came head of what was for many years the most profitable and talented studio in Hollywood, but he was the friend and associate of the great in many walks of life. He was influential in Republican politics and made millions in a relatively few years after taking up thoroughbred racing and racing, although he was complete stranger to it beforehand. His achievements, seen in a different light than that focused on them by Crowther, might have been material for another saga in the Great American Tradition. Here, they are only the idiosyncracies of an individual in a fortunate position who was propelled to the top as much if not more by opportunity and scheming as by ability and sagacity.

Chronologically, it follows Mayer from his start as an exhibitor in Haverhill, Mass., into distribution in Boston and successful by a deal with Jesse L. Lasky for his and C. B. DeMille's pictures. This was followed by a tie-up with Al Lichtman's Alco Film Corp. in 1914, and the New England franchise for "The Birth of a Nation," which gave him a bankroll and entree into production.

Mayer's first was a serial with Francis X. Bushman and Beverly Sills, called "The Great Secret" and made at Bushman's studio in New York. Thereafter, he lured Anita Page away from Vitagraph and, after the legal strings were untied, he was in Hollywood producing at the Selig Zoo. That was in 1918. Four years later he met

'Bridge,' Muni Fete Victors

(Continued from page 1)

Pietro Germi for the same film; and best story, Walter Khoury. A number of other special awards were made to various countries participating.

Observers of the films shown were in general agreement that the quality was not high with many classified as "mediocre." On the other hand, the three American pictures (MGM's "The Wreck of the Mary Deare" and Columbia's "Suddenly, Last Summer" in addition to "The Last Angry Man") were well received by the audience and regarded as above average in comparison with most of the others that were entered.

There was also general agreement that the German delegation tended to dominate the festival due to a well-organized publicity campaign.

Linda Cristal Outstanding

The American delegation had to rely exclusively for its glamour on Linda Cristal, but she did an outstanding job and seemed to be the most popular of the foreign actresses who attended. Crowds followed the gracious and lovely Argentina-born actress wherever she went.

A strong impression was also made by other members of the American delegation which certainly dominated the festival from a "prestige" standpoint, since it included Joseph L. Mankiewicz, Paddy Chayefsky, and Delbert Mann. Mankiewicz, whose film "Suddenly, Last Summer" was shown out of competition, was the official American representative on the

Irving Thalberg and in 1923 the two were turning out pictures for First National and Metro.

Then Marcus Loew picked Mayer to head production for the newly merged Metro-Goldwyn company in 1924. Success attended the new studio and its management, but it brought differences between Mayer and Nicholas Schenck and Mayer and Thalberg over compensation, authority, costs and other matters. Out of the compensation arguments came the profit-participation contracts which made Mayer the nation's highest paid executive in later years.

Relations with William Randolph Hearst, with Republican politicians, the abortive Fox Film Corp.-MGM merger, and Mayer family affairs—the marriage of his daughter Irene to David Selznick and of his daughter Edith to William Goetz, as well as the much later alienation of two daughters from their father are touched upon. Thalberg's death and the signing of Dore Schary bring the story into the more familiar modern era of MGM, culminating in the decline in the studio fortunes in the mid-1950s which ended the Mayer tenure.

This is Crowther's second book about MGM and its people, his first, "The Lion's Share," having been published in 1957. The fascination this company seemingly holds for the author seems a curious thing.

SHERWIN KANE

festival jury and saw at least four pictures a day and sometimes six. In addition he attended the numerous other events to which the delegates were asked.

All the American delegates, which also included George Viethner and Robert Corkery of the Motion Picture Export Assn.; Larry Lipskin of Columbia International; and the writer, were enthusiastic about the manner in which the Argentines ran the festival. There were the usual mix-ups, of course, but the general good will and anxious-to-please attitude of the officials compensated for the difficulties.

Crowds Enthusiastic

The various delegations, including West Germany, England, Italy, Hungary, Czechoslovakia, France, Portugal, and Poland, continued throughout to be received with enthusiasm by the crowds. One observer said that greetings of the film guests as they arrived at the railroad station were more adulatory than that given President Eisenhower on his recent visit.

The Argentine industry itself was also out in force with many top stars and directors on hand.

Plans are being made for a third festival next year, and Enzo Ardigo, festival commission chairman, and Ariel Cortazzo, commission secretary, said they hope to do even a better job then. They said they want to start arrangements earlier next year than this, which would facilitate the entry of films from foreign countries and the appearances of stars.

Committees Named for Tri-State Convention

Committees for the first joint convention of Alabama Theatres Association, Motion Picture Theatre Owners and Operators of Georgia and Tennessee Theatre Owners Association, which will be held May 29, 30 and 31 at the Hotel Dinkler Plaza in Atlanta, were announced yesterday by presidents of the three Theatre Owners of America-affiliated units.

The three state unit presidents—James W. Gaylord, Jr. of Troy, Ala.; J. H. Thompson of Hawkinsville, Ga. and Earl H. Hendren of Erwin, Tenn., will serve as an ex-officio steering committee for the meeting. This is the first time the three units have ever combined forces for a joint convention.

Appointed to the joint committee are: from Alabama—Gaylord, R. M. Kennedy and Dan Davis; Georgia—Thompson, John H. Stembler and Carl L. Patrick; Tennessee—Hendren, Willis Davis and Stacy Wilhite.

'Eat' Music Promotion

Doris Day's recording of the title song from "Please Don't Eat the Daisies" will be released today with 5,000 disc jockeys receiving advance copies from Columbia Records. MGM has included a page of programming ideas for disc jockeys.

Theatre Solution For 'Adult' Films

Special to THE DAILY

CLEVELAND, March 20.—When an area deluxe theatre recently played "Suddenly, Last Summer," it eliminated its junior and children's admission scale and sold adult price tickets only.

The owners of the theatre are opposed to advertising "for adults only," believing this type of publicity attracts rather than repulses attendance by young people. It was only by approaching the boxoffice that patrons learned of the one, adult price. This automatically eliminated those who ordinarily enjoyed the lesser scales.

Under no circumstance, however, were adult tickets sold to any young people, who were turned away if they were unattended by an adult. If they come with an adult they were admitted at the discretion of the accompanying adult and there was no admission charge made.

Letter Sent to House Managers

This policy is in line with a letter which every Greater Cleveland theatre manager recently received, regarding "Suddenly, Last Summer," from Mrs. James S. Mumfer, youth and matinee chairman of the Motion Picture Council of Greater Cleveland. The letter said, among other things, "We have received several inquiries from film chairman who are concerned that it—"("Suddenly, Last Summer")—may be shown over the weekend when so many young people attend the theatre. In view of the nature of this film, may we remind the theatre people of Cleveland of their responsibility to the community to make such films available only to adults?"

S.P.G. Seeks New Pacts With Three Companies

The screen Publicists Guild has opened negotiations with 20th Century-Fox, United Artists and Warner Bros. for new contracts covering the artists, writers and other specialists in the New York advertising and publicity departments of the three motion picture companies.

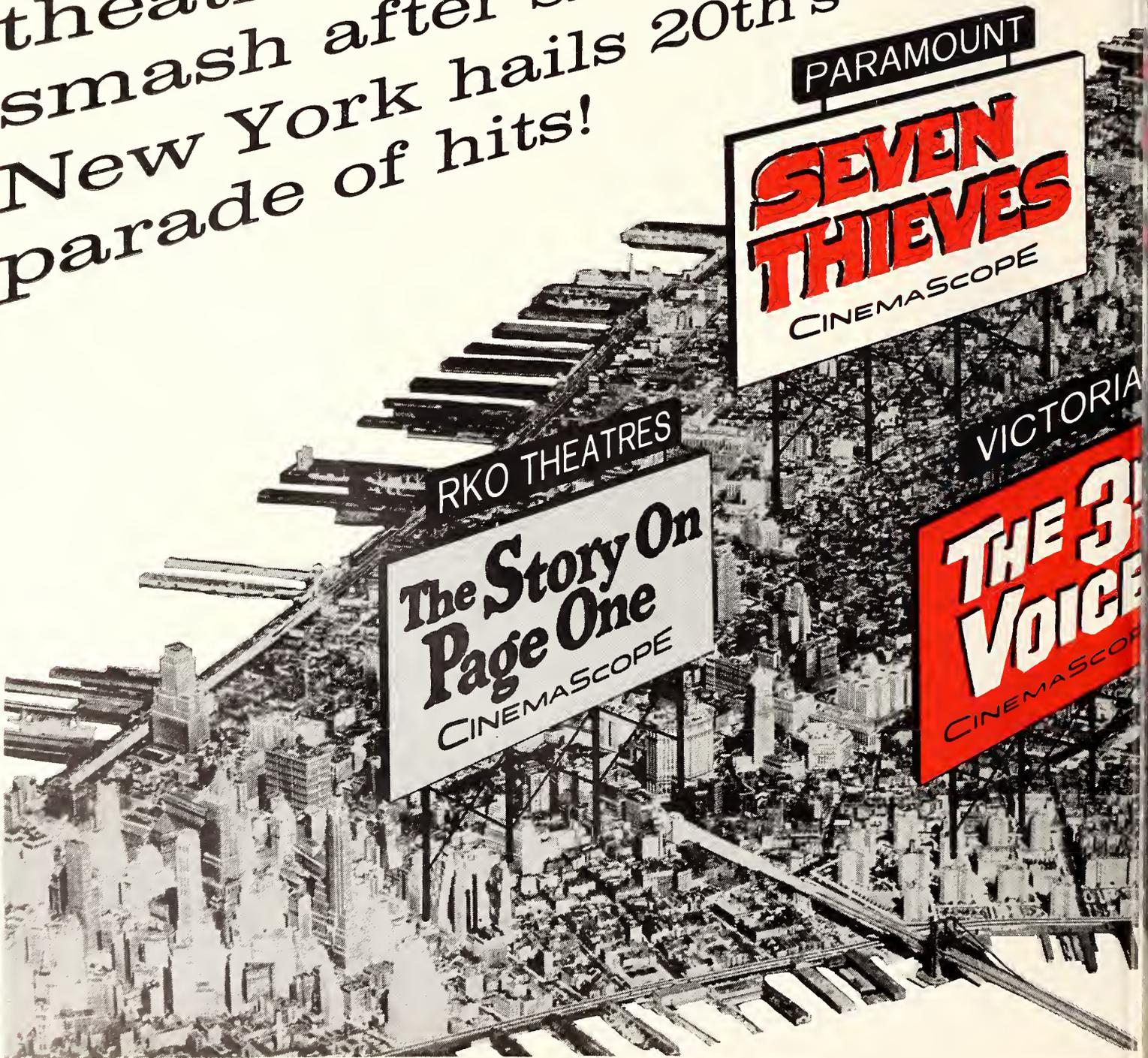
The present two-year contracts with the three distributors will expire during the second week of April. The Guild's contracts with Metro-Goldwyn-Mayer, Columbia and Universal-International are effective until April, 1961.

The publicity and advertising employees are seeking a 10 percent wage increase, the establishment of a nine per cent health-welfare-pension fund, higher minimum wages for all classifications, increased vacations and improvements in the contractual job-security provisions.

A minimum wage standard of \$175 weekly is being sought for senior publicists, the Guild's highest classification. Minimums for other classifications would be: publicist, \$140; associate publicist, \$100, and apprentice, \$75.

New York

theatre after theatre...
smash after smash...
New York hails 20th's
parade of hits!



Goes 20th!



You can depend on 20th for your product flow!



PEOPLE

Jack Haynes, manager of the Shor Theatre Chain, Cincinnati, announced that Odus Owens, who had served as assistant manager of the Keith Theatre there for five years, has been appointed manager of the Esquire-Art Theatre.

Richard J. Murphy has been transferred by Fabian Theatres from manager of Proctor's in Troy to a similar post at the Bellvue Theatre, Upper Montclair. N. J. Louis Rapp has moved from the Plaza in Schenectady to Troy as Murphy's successor, while Eugene Ganott shifts from the State to the Plaza in Schenectady.

Quentin Horn, veteran employee of several of the Denver film exchanges, has joined Warner Brothers there as an assistant booker.

Carl Floyd, circuit operator in central Florida, has acquired the Auto Park Drive-in Theatre, Tampa, formerly operated by Mrs. S. E. Brittain.

Rosemary Pearson has been appointed secretary to Ken Prickett, executive secretary of Independent Theatre Owners of Ohio.

Legion Renews Attack on 'Red' Influence

(Continued from page 1)

lard Lampell and Ben Barzman, and which was directed by Joseph Losey. The *Legion Magazine* article says the trio, along with Trumbo and Young, "with respect to communism, are shown by the public record" to be "in that category which the industry heads, in the Waldorf Declaration, pledged that 'we will not knowingly employ' and 'we will forthwith discharge' and 'we will not re-employ'."

At the time of the Legion's first criticism, a Paramount spokesman said "Chance Meeting" had been acquired without the company's knowledge of the association of the three with the picture.

Also mentioned in the *Legion Magazine* article is Kirk Douglas and his Bryna Productions' "Spartacus," which Universal will distribute, and which had Trumbo as a script writer.

The article cites various public expressions which it regards as having been in the nature of attempts to disparage the Legion's alarm over the recent employment of individuals who have been cited by the Un-American Activities Committee, or to minimize their significance. Thereafter it launches into a detailed recital of an alleged Communist design to take over Hollywood in the 1930s, with writers designated to do the work.

It describes the Conference of Stu-

dio Unions labor wars in the 1940s as a part of the same Communist plot and contends it was brought to an end only when "the federal government stepped in" and the ringleaders were subpoenaed to testify in Washington, with the result that some were sentenced for contempt of Congress.

The article then asserts that "The public reaction was violent. Box office receipts were off millions that year. To save the industry, both the major and independent producers associations met in the Waldorf-Astoria Hotel in New York in November, 1947, and issued the Waldorf Declaration."

Nowhere in the article does the *Legion Magazine* writer state that no one ever was able to cite a single instance of communist propaganda in a Hollywood film made by a major company.

Four Films Singled Out

The article asserts that "If 'Chance Meeting,' 'Exodus,' 'Spartacus' and 'Inherit the Wind' go over big at the box office, the Waldorf Declaration will be broken and Hollywood will be open to a repeat performance of the horrible nightmare of communist infestation of the 1930s and 1940s—a spectre that no responsible heads of the industry would want to come back to haunt them."

It also makes this statement: "In the near disaster that communists brought to the industry when their 'right to work' was tolerated ten and more years ago, slanting of U.S. movie scripts the Moscow way was acknowledged to be by no means their only sin against the industry and America."

There is, of course, no effort made to identify a single film script that "was slanted the Moscow way."

Insisting that the Legion's intent is simply "to inform the public," the writer of the article says that, in consequence, "A boycott may or may not result. That will depend on how an informed public reacts."

The article leads off with the question: "Will the communists regain their former foothold in the American motion picture industry? That question is now being publicly tested by four different films currently in production or released.

Points to 'Test Case'

"Each of the films uses one or more of five individuals who have been unacceptable to the major studios for thirteen years on the basis of their backgrounds with respect to communism. Three independent movie producers and three major American film distributors are involved. Two of the producers have made it public that they are making a test case not just of these films and individuals, but of the whole question of the reacceptance of communists into the Hollywood film industry."

In addition to the attack in the lengthy article, Preminger is the subject of further editorial attention in the same issue of the *Legion maga-*

zine in the "Editor's Corner" department. There, the lead article, he "Big Movie Man," gives the bulk of a column to such Preminger productions as "The Moon Is B" "The Man with the Golden A" whose author, Nelson Algren, it was identified by the House American Activities Committee 1944 as a "well known communist with a record going back to 1933 well as reference to "a Boston lawyer named Joe Welch" and to Preminger's current production, "odus."

It concludes by asking whether Trumbo "or some writer for the viet film trust, under some kind cultural exchange arrangement, do the scenario for Preminger's communist bestseller, "Advice Consent."

The *Legion Magazine's* editorial reference to a "cultural exchange arrangement" with the Soviet probably refers to the current cultural change agreement negotiated by U.S. State Department, which course includes motion pictures.

Finds 'Red' Influence In Film Reviews

From THE DAILY Bureau

WASHINGTON, March 20.—study of The Technique of Soviet Propoganda prepared for the U.S. Internal Security Subcommittee, Suzanne Labin makes a few comments that relate to the film industry. At no point does she make any specific comments concerning the industry. She does, however, note "contrary to what might be expected, churches are also highly infiltrated by pro-Communist elements.

In connection with Communist influence on the press, Mme. Labin says: "The most thoroughly infiltrated areas are international page book and film reviews. The propaganda role of reviewers is important cause their opinion causes readers to read works supporting Soviet line and ignore unfavorable ones."

Mme. Labin's study further states "Infiltration is also considerable in publishing houses, particularly in the reading of manuscripts; radio and television, a forum often decried as subject to government censorship which is frequently much more evaded by crypto-Communist propaganda; the cinema and the theater which contribute to a very great extent in shaping sensibilities and the subject of exceptional effective infiltration by the Kremlin."

It is also noted by Mme. Labin "in all spheres of life, whether social, cultural like the cinema, technical like biology, or neutral like eugenics organizations are either colonized so as to make work for the Communist Party would never have been its foil if openly canvassed by it."



Television Today

Supplies TV Programs in 49 Lands

From THE DAILY Bureau

WASHINGTON, March 20. — The Information Agency reports that it supplies programs to TV stations in 49 countries. It adds that the growth of TV seems to be an important factor in restraining increases in the number of radio receivers in some countries, notably in India and Japan.

Radio receivers in Japan increased from 1,976,000 to 4,288,000 in 1959.

Oscar' Aid

(Continued from page 1)

depend on the records because National Screen has handled the promotional and publicity materials for all publicity efforts and this company has shipped as many publicity and option kits for any other campaign have been shipped up to now for year's big "Oscar" show.

Contributors are not the only ones who are cooperating to build the television audience of all time. Now the industry's 1960 version of the annual major public relations event. Not only those who devote their lives to the motion picture industry, but also many who serve the industry either in a major or minor capacity have joined together to give awards the big push.

No Commercials

The producers working jointly through the Motion Picture Association sponsor the Academy Awards program on NBC-TV and radio and CBC (Canadian TV and radio). Despite the large sum of money being spent on the program, there is not a single industry commercial. The distribution companies are a major factor in the increase of exterior cooperation this year. The managers committee of the Academy Awards under the chairmanship of Charles R. Velde has every industry manager enlisting the cooperation of their theatres.

All Industry Groups Active

Industry organizations such as the Motion Picture Association, NTA, PO, TOA and Allied are working to keep the interest high. The full promotion and publicity kit is being prepared by the MPAA advertising publicity directors committee headed by Si Seadler.

Te 'Young' Openings; Premiere in Phoenix

Warner's "Because They're Young," Columbia release, will open beginning April 6 in more than 350 theatres around the country, including saturation openings in Los Angeles. A special gala world's premiere will be held April 2 in Phoenix, home town of the winner of a special contest centered around the film, which marks the screen debut of teen-age idol, Clark Gable.

FCC Chief to Address NAB April Convention

Special to THE DAILY

WASHINGTON, March 20.—The National Association of Broadcasters announced at the weekend that Frederick W. Ford, chairman of the Federal Communications Commission will be the featured luncheon speaker April 5 at the NAB convention in Chicago. He replaces John C. Doerfer who resigned his FCC position.

Clair R. McCollough, president and general manager of the Steinman stations, Lancaster, Pa., who will receive the 1960 Distinguished Service Award, will keynote the convention at the opening session Monday morning, April 4. At the same session, Dr. Frank Stanton, president of the Columbia Broadcasting System, will deliver a tribute to the late Harold E. Fellows, former NAB president.

Repeat Astaire Show Schedule for May 9

"Another Evening with Fred Astaire," a notable attraction of the 1959-60 TV season, will be repeated on the NBC-TV network Monday, May 9, on color video tape from 10 to 11 P.M., EDT, it has been announced by Richard L. Linkroum, vice-president, special programs, of the network.

The one-hour colorcast will again be sponsored by the Chrysler Corp. through Leo Burnett Co., Inc., agency. It was originally presented on the station last Nov. 4 and starred Astaire with Barrie Chase, the Jonah Jones Quartet, the Bill Thompson Singers, David Rose and his orchestra and Ken Nordine.

On the production staff were Astaire as executive producer, Bud Yorkin as producer-director, Hermes Pan as choreographer, Rose as music director and Thompson as choral director.

Kodak Announces New 8mm Sound Projector

Special to THE DAILY

ROCHESTER, N.Y., March 20.—A new sound motion picture projector expected to spur widespread use of 8mm film techniques in the audio-visual industry has been announced by Eastman Kodak Company. The Kodak Sound 8 Projector incorporates a complete system for recording and playing back magnetic sound on both old and new 8mm film.

It is designed to give visual communications program directors in industry, government, education and many other fields the opportunity to produce inexpensive 8mm film packages—complete with commentary, music, or other sound effects—that can supplement more elaborate and costly 16mm productions.

CBS-TV to Present 3 Sunday Symposiums

"The Great Challenge," CBS-TV News' 1960 series of three special hour-long symposiums on critical issues of the day, will be presented on the CBS television network on three successive Sundays, March 27, April 3 and April 10, it has been announced by John Lynch, director of the public affairs department of CBS News.

The series will feature world leaders in education, science, government, economics, the humanities and other fields. The premiere program, titled "Can We Improve Our Education for Leadership?", will be telecast March 27 from 2 to 3 P.M., EST. The April 3 program, "How Can You Get Things Done in a Democracy," will be seen at the same hour. The April 10 program, "What Role Can Communications Play in Producing Effective Leadership?", will be broadcast from 1:30 to 2:30 P.M., EST.

The symposiums will originate live in the Caspary Auditorium of the Rockefeller Institute here. CBS News correspondent Howard K. Smith will be moderator for the series.

Who's Where

Boyce Tutten has been named vice-president in charge of sales and associate producer of TV commercial and industrial divisions of Lance Productions, Inc.

The appointment of Robert L. Miller as administrative assistant to Richard Carlton, vice-president in charge of sales, Trans-Lux Television Corp., was announced by Carlton. In assuming the duties of primarily administrative functions, Miller relieves Leo Brody of this phase of the Trans-Lux operation, in order for Brody to devote full time to sales activities as eastern division manager.

Dean Shaffner, director, sales planning, NBC Television Network Sales, has announced the appointment of four executives within his area. They are: Raymond Eichmann, director, client presentations and sales promotion; David H. Hedley, director, program presentations; Nicholas Gordon, director, sales development; Ronald J. Pollock, manager, sales development.

ELECTION OF OFFICERS

OF

CINEMA LODGE B'NAI B'RITH

AT A

LUNCHEON MEETING

HOTEL ASTOR

Thursday, March 24, 1960

12:30 P.M.

TICKETS \$2.50

For Reservations 'Phone LO 5-4566

off
to a
running
start!...



**IN ITS FIRST
13 ENGAGEMENTS
COLUMBIA'S
OUR MAN IN HAVANA
HAS CHALKED UP 13 GREAT
HOLDOVERS!**

NEW YORK CITY, Forum & Trans Lux 52nd St. (8th Week) ... **LOS ANGELES**, Fox Wilshire (6th Week)
BOSTON, Kenmore (5th Week) **DENVER**, Towne (4th Week) **PHILADELPHIA**,
Arcadia (3rd Week) **SYRACUSE**, Shoppington (3rd Week) **MIAMI BEACH**, Carib (2nd Week)
MIAMI, Miami (2nd Week) **CORAL GABLES**, Miracle (2nd Week) **ATLANTIC CITY**,
Beach (2nd Week) **LAS VEGAS**, Huntridge (2nd Week) **SANTA BARBARA**, Granada (2nd Week)



COLUMBIA PICTURES presents A CAROL REED PRODUCTION

OUR MAN IN HAVANA

STARRING **Alec Guinness**

**Burl Ives · Maureen O'Hara · Ernie Kovacs
Noel Coward · Ralph Richardson · Jo Morrow**

Screenplay by GRAHAM GREENE based on his novel · Produced and directed by CAROL REED

CINEMASCOPE



MOTION PICTURE DAILY



7, NO. 55

NEW YORK, U.S.A., TUESDAY, MARCH 22, 1960

TEN CENTS

Meet Held or Slated G Marking ne Pending IPP's Reply

se Is Seen Affecting de of IATSE Board

By SAMUEL D. BERNIS
LYWOOD, March 21. — The Actors Guild today began the week of its strike against the producers, with the only com- stainable from a guild spokes- ing: "We are still waiting to om the producers."

ame as an echo to the organ- last statement, issued Friday, association of Motion Picture rs negotiators were given a proposal to consider as a ba- ts subsequent meeting.

ere no producer negotiating ee meetings in evidence at headquarters today, and no in- of when the next joint meet- be held.

complete secrecy of any prog- (Continued on page 2)

'Pressure Tactics' Pay-TV Scored

television networks and the ents of Pay-TV have so mis- and obscured the real n the controversy over pay-TV n intelligent decision (about) has been made almost im- for millions of set owners the FCC itself," according to (Continued on page 6)

et Vote Tomorrow Classification Bill

Special to THE DAILY
ANY, N. Y., The Assembly this on postponed until Wednesday on the Younglove film classifi- bill. The companion Duffy e appeared on the Senate gen- er calendar, but it was not " to third reading. al action was delayed, there ports of increased pressure by (Continued on page 6)

Fox Sets Drive to Restore Patronage to Pre-TV Days

Twentieth Century-Fox has begun an all-out drive to restore motion picture patronage "to its pre-television proportions."

How the company plans to accomplish this is spelled out for exhibitors by Spyros P. Skouras, president, and other company heads in a special, 88-



Spyros Skouras Alex Harrison

page edition of The Dynamo, com- pany house organ, containing a report on activities contemplated for the next (Continued on page 8)

Supreme Court to Hear Times Film, Chi. Case

From THE DAILY Bureau
WASHINGTON, March 21. — The Supreme Court has agreed to hear argument in the case of Times Film, Inc., against the City of Chicago. The case turns upon Chicago's censorship ordinance, which demands viewing of films prior to public exhibition.

The Supreme Court's schedule pre- cludes any early consideration of the case. Its acceptance of the appeal from a lower court simply means that (Continued on page 2)

REVIEW:

Please Don't Eat the Daisies

Euterpe—M-G-M—CinemaScope

M-G-M HAS THE good fortune to be able to count its Easter eggs before they've been hatched. "Please Don't Eat the Daisies," the company's stylish spring holiday release, is an entertaining picture for members of the family of all ages. It envelops nearly all of the frantic fancies of American domestic life in both city and country.

The characters include David Niven and Doris Day, parents of four very young, mischevius sons; Miss Day's irrepressible mother, played by Spring Byington; a sexy Broadway actress, Janis Paige, who goes on- (Continued on page 6)

Full-Scale Drive For 'U' Reissues

By SAUL OSTROVE
(Picture on Page 3)

Universal Pictures announced here yesterday its intention to follow up "planned distribution" re-release of "The Glenn Miller Story" with several other of its most important back- log films — "Magnificent Obsession," "Battle Hymn" and "To Hell and Back."

The reissue pattern for these films will approximate the one used for "The Glenn Miller Story," which to- day begins its second national go- round at the Palace Theatre here. By (Continued on page 3)

Dawson: Renegotiation No Remedy in TV Trial

Renegotiation does not seem an "ap- propriate remedy" for the govern- ment's "block-booking" suit against six film and television companies, now in its third week, Judge Archie O. Dawson said in New York Federal Court yesterday.

His statement followed notice to the court by Leonard Posner, Depart- ment of Justice trial attorney, that (Continued on page 6)

Johnston Says:

Censorship Is No Answer to Films' Faults

Tells Conference Parents Must Accept Responsibility

Censorship is not the answer to faults found in some motion pictures by its most vocal critics, Eric John- ston.

Motion Picture Association president, yesterday told a conference on the Impact of the Mass Media on Children and Family Life sponsored by the Child Study Assn. of America at the Statler - Hilton Hotel here.



Eric Johnston

Johnston urged instead parental responsibility (Continued on page 7)

Join 3 NT&T Circuits As Single Subsidiary

From THE DAILY Bureau

HOLLYWOOD, March 21.—A new theatre subsidiary to be known as NT & T Theatres, Inc., is being formed by National Theatres & Tele- vision, Inc., parent company, to op- erate the company's theatres in the Intermountain, Midwest and West Coast divisions. Legal steps for the merging these companies as the new NT & T Theatres, Inc., has been (Continued on page 6)

Hal Roach, Sr., Plans Return to Production

From THE DAILY Bureau

HOLLYWOOD, March 21. — Hal Roach, Sr., will announce his active return to production in both the motion picture and television fields to- morrow at an informal luncheon in the Hal Roach studios.

Roach will have two bank sources for securing production finance, ac- cording to advance reports.

PERSONAL MENTION

RICHARD PATTERSON, in charge of Paramount British productions, has arrived in New York from the Coast, and will return to London shortly from here.

A. J. VANNI, zone manager for Stanley Warner Theatres, Philadelphia, is recuperating at his home there following hospitalization.

SY MENSCHALL, assistant to his brother, **BERNIE**, president of Outdoor Theatres Corp., Manchester, Conn., has resumed his duties there following surgery.

PHILOMENA "PHIL" ECKERT, of the Columbia Pictures staff in Jacksonville, has returned there from Fort Myers, Fla., where she represented Film Row at the Women's State Bowling Tournament.

"WHITEY" MOLITCH, transport executive for **JAMES P. CLARK'S** Highway Express, Philadelphia, has entered the University of Pennsylvania Hospital in that city for treatment.

FRED KOHLMAR, producer of "The Last Angry Man" for Columbia, has left New York for London, where he will attend the Royal Film Performance of the picture.

Ryder Distributes New Professional Recorder

From THE DAILY Bureau

HOLLYWOOD, March 21.—A 16-pound portable Perfection professional recorder, developed by Ryder Sound Services has been adapted for synchronizing use with a 16mm camera, either motor driven or spring wound. The equipment can now facilitate sound picture interviews for television stations, it was pointed out by Loren Ryder.

The system employs a cable hookup between the camera and portable sound-on-tape recorder. The recorder can operate with flashlight batteries. Ryder Sound Services is distributing the equipment.

Harvey, Page Teamed

HOLLYWOOD, March 21. — Hal Wallis has announced that Laurence Harvey and Geraldine Page will be teamed in his production of "Summer and Smoke." Peter Glenville will direct this picture, which starts at Paramount in December.

SAG Waiting Place of Films in TV Programming Issue

(Continued from page 1)

ress report at the last bargaining session is expected to have far greater impact on the attitude of close to 5,000 IATSE and allied crafts and guild workers idled by the actors strike. If the strike impasse continues to be in evidence for next few days, it is believed certain to become major issue at the IATSE international executive board meetings currently being held in Portland, Ore., with more statements expected in connection with its support of the actors demands.

Settlement of the current SAG strike issues will spell relief for only one phase of the AMPP bargaining schedule. On the horizon for future negotiations, which loom likely to stretch beyond the summer months are negotiations with SAG on television contracts for the major producers, negotiations with the Writers Guild of America on both theatrical and television contracts, negotiations with the Screen Directors Guild, whose contracts expire April 30, and, come Jan. 1961, when the IATSE contracts expire.

Vote N.Y. Bill Amending Hearing-Shooting Rule

Special to THE DAILY

ALBANY, N.Y., March 21. — The Senate tonight passed by a vote of 49 to 6 the Mitchell bill, amending the Civil Rights Law, to exempt from the prohibition against taking motion pictures, televising or broadcasting proceedings where the testimony of witnesses by subpoena or other compulsory process is received, "public hearings of the committees of the state legislature or of temporary state commissioners."

This exemption would be granted "under rules prescribed by a majority of the members present at any such hearing. If they determine in their discretion that it is in the public interest to permit the televising, broadcasting or taking of motion pictures thereof."

The bill, which was amended, now goes to the Assembly.

Previn 'Gantry' Scorer

HOLLYWOOD, March 21.—Andre Previn, "Oscar" nominee for his scoring of Sam Goldwyn's "Porgy and Bess," has been signed by Lancaster-Hill Productions to compose and conduct the original score for their picture of Sinclair Lewis' "Elmer Gantry," starring Burt Lancaster and Jean Simmons. This will mark Previn's initial assignment following completion of his M-G-M contract. He will begin work on "Gantry," United Artists release, after winding up final dubbing and scoring the M-G-M's "The Bells are Ringing."

The importance of motion pictures in television programming was the major issue in New York Federal Court yesterday, as the government continued to press its case against Universal Pictures, Columbia Pictures and Screen Gems. The defendants are charged with restraining competition in the sale of films to TV through acquisition by Screen Gems, a Columbia subsidiary, of over 600 pre-1948 Universal pictures for TV distribution.

The prosecution quizzed Fred Thrower of WPIX here, trying to prove to Judge William B. Herlands that pictures are more than "just another part" of TV programming. During cross-examination defense attorneys attempted to show that feature films are a smaller part of programming than the government alleges.

Sinatra Hires Albert Maltz for Screenplay

From THE DAILY Bureau

HOLLYWOOD, March 21.—Frank Sinatra disclosed yesterday that he has employed Albert Maltz, one of Hollywood's "Unfriendly 10" of a dozen years ago, to write the film adaptation of "The Execution of Private Slovik," which Sinatra will direct for his independent company.

Sinatra thus joins Otto Preminger and Stanley Kramer, both of whom revealed recently that they had employed Dalton Trumbo and Nedrick Young, also members of the "Unfriendly 10," for writing assignments. Sinatra said Maltz will be given screen credit. The writer, who has been living in Mexico, was jailed for contempt of Congress for failing to answer questions concerning communist affiliations.

Mirisch Buys 'Toys'

Lillian Hellman's play, "Toys In The Attic," a hit of the current Broadway season, has been purchased for motion picture production by the Mirisch Company, it was announced by Harold Mirisch, president of the independent company. William Wyler will produce and direct the film version for United Artists release. Wyler is not expected to undertake the new project before 1961.

Award for M. Monroe

SANTIAGO, Chile, March 21. — Marilyn Monroe won Santiago de Chile's most coveted "Laurel de Oro" award as best actress of 1959 for her performance in United Artists' "Some Like It Hot." Chile's top magazine and newspaper writers, along with the leading radio commentators, made the selection in their annual poll.

Supreme Court

(Continued from page 1)

the justices consider that there substantial federal question involved. Since the court will recess before full time allowed to present additional material has expired, the justices will be unable to appear before October 1960 at the earliest.

Additional delays might be imposed by Chicago, which, as a municipality, could plausibly try to persuade the court to delay action on ground that its attorneys have other pressing duties.

The Times Film case involves denial of an exhibition license "Don Juan." In its brief to the Supreme Court, the City of Chicago hinted strongly that Times would not have demurred at showing the film to censors if it were no scene.

'Wake Me' Slated for Paramount at Easter

Mervyn LeRoy's production "Wake Me When It's Over" will be the Easter attraction at the Mount Theatre here.

This is the first picture the producer-director made under his long-term contract with 20th Century-Fox and is the 51st picture has been associated with either producer or director or both in more than three decades of making.

Stamford Theatre Sold

STAMFORD, Conn., March 21.—The 15-acre Ridgeway Shopping Center here, which includes the 1,000-seat, first-run Ridgeway Theatre, has been sold by Alfons Bach, the developer, to a New York syndicate represented by Harry V. Helms Helmsley-Speer, Inc., for close to \$10 million dollars. No plans were closed by the syndicate.

'Kind' Music Campaign

United Artists' music campaign for the New York premiere of Tem Williams' "The Fugitive Kind" will be stepped up this week with release of a 45 rpm recording of themes from the film. The disc is being distributed to 8,800 New York record stores and retail outlets.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center • Ci 6-4600

"HOME FROM THE HILL"

Starring

ROBERT MITCHUM • ELEANOR PARKER

A SOL C. SIEGEL PRODUCTION

FROM M-G-M IN CINEMASCOPE AND METROCOLOR

and ON THE GREAT STAGE "MUSIC BOX PARADE"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bldg., Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a week as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies 25c.

Boggs Bill House Vote Waits 'Rights' Action

From THE DAILY Bureau

WASHINGTON, March 21. — The bill is expected to take up the investment incentive tax act upon completion of its work on civil measures. There remains about 48 minutes of debate on the bill, which would permit American firms to defer foreign operations to defer pay-S. tax on money earned abroad if it is returned to this country. The bill, introduced by Rep. Hale (D., La.), had earlier been scheduled for a vote, but was withdrawn when unexpectedly sharp opposition developed on the floor. In the intervening days, it is understood that the majority leadership has taken a much more firm attitude on the measure. This will, of course, improve its chances considering the AFL-CIO, whose vehement opposition to the measure — which was expressed in a broadside distributed to members of Congress just before the vote on the bill started — has not changed its mind. It says that the bill, at a minimum, be changed to allow tax deferral only for investments made in the world's underdeveloped countries. The Administration is in wanting this change. It is believed that odds now favor passage of the Boggs bill, but the Ways and Means Committee may find it necessary to make changes sought by the Administration and the AFL-CIO.

Field Men for 'Snow Queen' Drive

Special assignments of field exploitation representatives to lend local promotional support for the Easter openings of Universal-International's "Snow Queen," were announced yesterday. Herman Kass, executive in charge of national exploitation for Universal, has assigned assignments include Ben Katz in Chicago and South Bend openings; Vogel to San Francisco; Mau-Bucky to Harris to Buffalo; Ror and Niagara Falls; Dickman to the New York territorial openings; Billie Sanders to the New York territorial openings; George to New Orleans; David Kane to Detroit; Sy Sehechter to Milwaukee; Bob Johnson to St. Louis; Alan to Indianapolis; Duke to Cleveland; Al Pallidino to Pittsburgh.

Cineraama in Peru

Peru will be added to the list of American countries presenting cineraama, it was announced by B. G. Eberle, vice-president of Cineraama, who completed arrangements with Jose Figari, owner of the Diadem Theatre in Lima. It is expected that the opening of Cineraama there will take place early in June. Cineraama is now being shown in Caracas, Buenos Aires, Sao Paulo and other cities and are being formulated for Cineraama exhibition in Rio de Janeiro and Santiago de Chile.



PLANS FOR "The Glenn Miller Story" promotion were announced yesterday by Universal Pictures staff (left to right) Henry "Hi" Martin, Paul Kamey, Phil Gerard, Jerome Evans, and Herman Kass.

Big Drive for 'U' Reissues

(Continued from page 1)

April 1 the film will have premiered for a second time in San Francisco, Houston, St. Louis, Milwaukee and Buffalo, after having been withdrawn from circulation two years ago.

More money is being spent to exploit the "Miller" re-release than was devoted to the film's first campaign in 1954, the trade press was told by Philip Gerard, Eastern advertising and publicity director for Universal. He said results of a Sindlinger survey indicated that the film has a potential audience of 23,000,000. A domestic gross of \$3-3,500,000 is anticipated by the company for the "Miller" re-release. Its gross to date is about \$7,500,000.

A new campaign—new prints, newspaper ads, radio and TV spots and several new records—is being used for the film. For today's opening here, Universal will employ three WRCA disc jockeys broadcasting for a total of six hours, Ray Eberle and his band on stage, and the presentation of 45 RPM Miller records to the first 500 patrons.

Finds Enthusiasm Intense

Exhibitor enthusiasm and cooperation for the reissue has been "remarkably high," according to Henry H. "Hi" Martin, Universal vice-president and general sales manager. He added that following its first-run bookings in key cities "The Glenn Miller Story" will move into playoff engagements, as would the average new release.

Martin said that regardless of a film's success in its first runs it can't be reissued in a "crash" program. Instead, it must be replayed one level at a time until it reaches the neighborhoods. He also stated that at this point in its campaign "Miller" has acquired more money than did either "Pillow Talk" or "Operation Petticoat" at relative stages of their campaigns.

To date, "Pillow Talk" has grossed \$5,776,000 with playoffs completed

in all but 20 per cent of its situations dollar-wise. The film rental for "Operation Petticoat" stands at \$5,800,000 after 12 weeks, Martin said.

Two hundred-fifty theatres are scheduled to show "The Snow Queen" for Easter. Production will begin next week on Ross Hunter's "Midnight Lace," starring Rex Harrison and Doris Day. Another film, tentatively titled "Day of the Gun," with Kirk Douglas and Rock Hudson, will begin production in mid-April. A date in late spring has been set for commencement of "The Grass is Greener," starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons. "Romanoff and Juliet," with Peter Ustinov, is also planned by Universal.

Publicity Men Attend

Accompanying Gerard and Martin at yesterday's luncheon were Jerome M. Evans, Eastern promotion manager; Herman Kass, executive in charge of national exploitation, and Paul Kamey, Eastern publicity manager.

B&H 8mm Projector With Reverse Feature

Special to THE DAILY

CHICAGO, March 21. — Bell & Howell has announced an 8mm projector with the reverse feature in the \$90 price market. It is the 254R, an addition to the Monterey line that retails for \$89.95 at franchised photographic dealers.

This projector has forward and reverse on a single control; sharp focus 1" f/1.6 anastigmat projection lens; enclosed gear-driven reel arms for smooth and quiet operation; bright tru-flector (DFA) lamp; fast power rewind; permanent factory lubrication; 400-foot reel capacity for a full half-hour show; self-contained ease; simplified, fool-proof threading; die-cast aluminum construction.

PEOPLE

Howard Newman, long active in publicity and public relations in the legitimate theatre, has joined Universal Pictures to work exclusively on the road show release of "Spartacus." He will serve as assistant in advertising and publicity matters to Jeff Livingston, Universal's Executive Co-ordinator of Sales and Advertising, who is in charge of the "Spartacus" campaign.

James E. McGhee, Eastman Kodak Co. vice-president in charge of U. S. sales and advertising, has been awarded the company's 40-year pin by Albert K. Chapman, Kodak president.

S. E. Newton, Jacksonville exhibitor who recently sold his Dixie Theatre to Cecil Cohen, has acquired the Martin Theatre, Wildwood, formerly operated by MCM Theatres, of central Florida.

Ray McNamara, resident manager of the Allyn Theatre, Hartford, for New England Theatres, Inc., has been elected to the board of directors of the Cerebral Palsy Association of Hartford.

John Macpherson has taken over the post of booker at the Allied Artists branch office in Denver. He formerly was a booker for Universal in Minneapolis. In Denver he succeeds Frank Green, who has been promoted to the position of branch manager.

Schneider Has Three

Major Productions, Inc. has three pictures completed and ready for release, it is reported by Samuel Schneider, president. They are "Herod the Great," in Eastman color; "Caltiki, The Immortal Monster," and "The Unfaithful," a Ponti de Laurentiis production. Schneider said he is now negotiating for release of the three films in the U.S. and English-speaking countries.

'Ben-Hur' Big in D. C.

WASHINGTON, March 21. — The special "Ben-Hur" office here has described the film's reception as "phenomenal." The Stanley Warner theatre, which seats 1444, is reported sold out for weeks in advance. The office has been swamped with telephone calls.

Movielab Expanding

Movielab Film Laboratories here is enlarging its operational quarters in the Movielab Building by converting substantial adjacent footage. This will provide facilities for the widely expanded program and services of the parent company and its subsidiary, Movielab Color Corp.

SHAPING UP AS 196

Columbia's
*Who
was that
Lady?*

is off to a
roaring start
with **38**
solid hold-overs
in its first
38 dates!



BIG COMEDY CHAMP!

Check these
long-stem
engagements!

CHICAGO, State Lake... **BOSTON**, Orpheum... **PHILADELPHIA**, Randolph
DETROIT, Michigan... **CLEVELAND**, Allen... **WASHINGTON, D.C.**, Keith's
DALLAS, Majestic... **SAN ANTONIO**, Majestic... **BUFFALO**, Center...
PITTSBURGH, J. P. Harris... **BALTIMORE**, Hippodrome... **MILWAUKEE**,
Warner... **INDIANAPOLIS**, Circle... **KANSAS CITY, MO.**, Roxy...
KANSAS CITY, MO., Avenue... **MEMPHIS**, Warner... **PROVIDENCE**,
Majestic... **DES MOINES**, Des Moines... **RICHMOND**, Byrd... **RICHMOND**,
State... **NORFOLK**, Loew's State... **WORCESTER**, Capitol... **MIAMI BEACH**,
Beach... **MIAMI**, Olympia... **CORAL GABLES**, Gables... **TAMPA**, Britton... **PALM**
BEACH, Paramount... **ST. PETERSBURG**, Florida... **FT. LAUDERDALE**,
Florida... **KANKAKEE**, Luna... **MORGANTOWN**, Metropolitan... **ROCKFORD**,
State... **LAWRENCE**, Warner... **ST. JOSEPH**, Missouri... **NEW BEDFORD**,
State... **FITCHBURG**, Saxon... **FALL RIVER**, Durfee... **NEWPORT**, Opera House

TONY CURTIS · DEAN MARTIN · JANET LEIGH



Co-Starring

JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by **NORMAN KRASNA** • Based on his play, "Who Was That Lady I Saw You With,"
as produced for the New York Stage by Leland Hayward

Directed by **GEORGE SIDNEY** • AN ANSARK-GEORGE SIDNEY PRODUCTION

*Who
was
that
Lady
?*

'Classification'

(Continued from page 1)

the motion picture industry in opposition to the proposal, which would authorize the State Education Department's motion picture division, in licensing a film, to classify the same as "approved for patronage by children attending the elementary and secondary schools of this state"—provided specified themes were not portrayed.

The division, if empowered by the Regents, could also award to the producers, exhibitors, or distributors of a film so classified "a seal or other appropriate evidence of its approval." The measure would take effect immediately.

Ratings Bill Deferred

The Assembly today also deferred until Wednesday action on the Manley bill, amending the penal law in relation to the issuance of radio or television ratings for the purpose of influencing the sale of advertising.

This was the second time the measure, designed to "control" rating organization, had been put over. Chances of its passing were believed to be diminishing.

There was talk today that the legislature would not adjourn Saturday, as first planned; that sessions would be held through Thursday and an adjournment would then be taken until next Monday, with Wednesday (Mar. 30) fixed as the target date for the windup.

Pay-TV 'Pressure'

(Continued from page 1)

a report released by the Center for the Study of Democratic Institutions.

"To Pay Or Not To Pay," a 12-page "occasional paper," issued by the Center "as a contribution to the discussion of the free society," is written by Robert W. Horton, a former Washington correspondent.

In a foreword, the Center states that "contributors to publications issued under the auspices of the Center are responsible for their statements of fact and expressions of opinion." The Center is located in Santa Barbara, California, and is the principal activity of the Fund for the Republic.

Horton's report cites "expensive gestures of lavish hospitality and contact with members of Congress" in 1958 by a major TV network as a factor in frustrating pay-TV in its early stages. "This is a technique of persuasion not unknown in the capital," Horton writes, "but seldom has it been used so effectively. The TV industry was joined, paradoxically, by the organized motion picture theatre owners."

As a result of such persuasion, the report says, the Interstate and Foreign Commerce Committee of the U.S. Senate "apparently yielded to strong outside pressure" and requested the FCC to postpone pay-TV experiments when the service was about to be initiated in March 1958. In turn the FCC yielded.

The report also declares that "whatever the tactics of the oppo-

Please Don't Eat The Daisies

CONTINUED FROM PAGE 1

the-make for Niven, and one oversized, neurotic family dog who is as dedicated as his masters to the urban-suburban-exurban war against the nerves.

The film is abundant with assets—casting that's as good as it is popular; a wise, witty rhythmic story, commendably literate; deftly paced; plenty of local color; several catchy tunes, and nearest the top, old truisms taught anew. The Metro team of producer Joe Pasternak and director Charles Walters adapted the picture from the best-selling book written by Jean Kerr, wife of the *New York Herald Tribune* drama critic.

Together with screen writer Isobel Lennart they have taken the usual liberties with the original.

Miss Day plays the housewife who has everything on her hands but time for herself. Able mother, loving wife, semi-agreeable daughter, she nonetheless is always in the thick of it, policing her sons, the youngest of whom is an 18-month-old lock-picker kept in a wooden cage; counseling her husband and sulking sometimes when Miss Paige makes a career of vamping him; placating her mother, and encouraging a New York cab driver, Jack Weston, who doubles as a sub-novice playwright.

In his first review as one of New York's "Holy Seven" drama critics, Niven pans the props out from under the production of his dearest friend, Richard Haydn. For this, the critic gets the verbal slug from Haydn and receives two loud, stagey slaps in the face from Miss Paige, whose ability as a dramatic actress Niven can't see. The "big slap" story makes Page One and so does Niven's career. He revels in his exciting new life—black-tie opening nights, cocktail and post-theatre parties, his prominence in print and demi-god recognition at Broadway's chic night spots. That's when Miss Paige takes a long, sultry liking to him, although Niven stays as true to Miss Day as events later turn him blue.

NATURALLY, TOO, he becomes something of a carping character, undercutting worthwhile plays with acidic jokes, neglecting his family. Hoping to de-orbit her husband, Miss Day decides to check out of hard-boiled Manhattan and head for a poachy old estate 70 miles up the Hudson. She takes a fancy to this quieter, less compromising life, enrolls her older children in school and, with Patsy Kelly, her doughy maid, refurbishes her home. She even finds time to play the lead in a local drama society play written by an "unknown" author who turns out to be her husband. The manuscript of this atrocious work is placed in her hands by Haydn, still angling to get even with Niven for that disastrous review.

Niven at first refuses to allow his play to be performed but relents when Miss Day, fed up with his pretensions, threatens to walk out on him. Niven bombs his own play in print, reverting to the good sport he really is. The story ends happily, husband and wife reunited, their children as restrained as they'll ever be, their bozo dog still suffering from nightmares and insomnia.

A line should also be devoted to Morton Haack's costumes for Miss Day, who as always, looks gorgeous in whatever she wears. The film is in CinemaScope and Metrocolor.

Running time, 111 minutes. General classification. Release, in April.

SAUL OSTROVE

sition, the record shows that the proponents of pay-TV also share responsibility for the public confusion that surrounded the attempt to set up their experiment." The pay-TV interests have "handled the matter of fees in vague and contradictory terms, and have made no comprehensive or concerted effort to produce realistic estimates of what the public might expect. They have been evasive on the point of advertising to a point where it could almost be assumed they were taking it for granted."

Caught by pressures from both sides of the argument, the FCC has retreated. Horton says: its agreement with Congress in 1959 to conduct a limited pay-TV experiment in five cities "merely swept the dust under the rug, confirming the strength of the pressure that aborted the experiment originally."

TV Booking Trial

(Continued from page 1)

the government was releasing a number of witnesses it had intended to call in its case against C & C Super Corp., National Telefilm Associates, Associated Artists Productions, United Artists, Screen Gems and Loew's, Inc., (MGM). Since the beginning of the trial Judge Dawson has frequently called on the prosecution to limit its witnesses.

During cross-examination of Irwin Abeloff of WXEX-TV, Richmond, Va., Judge Dawson reprimanded Posner for his frequent objections. Abeloff admitted he had pitted one distributor against another in order to be offered more favorable prices for films he wanted to buy. He said he seldom made a counter offer but usually waited for a favorable price.

NT&T Circuit

(Continued from page 1)

started, and the changes are expected to be effective at end of third quarter, on June 29, 1960.

Officers of the new theatre operating company will include B. Ger Cantor, chairman of board and chief executive officer; M. Spencer Le president; Alan May, vice-president finance and treasurer; Robert Selig, executive vice-president; William H. Thedford, vice-president; Laurence A. Peters, secretary.

Under new operation, Selig will be division manager of the In mountain-Midwest area and maintain his headquarters in Denver. Fred Souttar, of Kansas City, Mo. in addition to his present district manager responsibilities for Central and Southern Kansas, has been appointed Midwest area supervisor under Selig.

Identity to Be Maintained

For a limited period, theatres in each area will retain their present identity and an advertising campaign will be instituted to implement new name.

Theatres in the Denver area continue to be known as Fox In mountain, while theatres in the Kansas City area will continue as Midwest theatres. In California, theatres will still be identified as West Coast theatres and operation will continue under Pacific division manager Thedford, who will make his headquarters in the NT & T Building in Beverly Hills, Calif.

Providence 'Trust' Suit Is Settled Out of Court

Special to THE DAILY

PROVIDENCE, March 21. — \$39,000,000 anti-trust suit brought by the owners of the Strand Theatre here against three downtown theatres and eight major distributors, has been settled out of court for an undisclosed sum. Plaintiffs had charged that the defendants had conspired to prevent the Strand from obtaining a number of films it had sought to release.

Defendants were: RKO Rhode Island Corp., owners of the RKO Al Theatre; Loew's Theatre and Re Corp., owners of Loew's Theatre; and F. Theatre Co., owners of Majestic Theatre until December 1956, and Stanley Warner Theatre present owners of the house. Distributor defendants were Paramount, 20th Century-Fox, RKO Radio, Warner Brothers, United Artists, Universal, Columbia and Republic.

IFIDA Names Goldwurm

Jean Goldwurm, president of TIF Film Corp., has been designated to act as representative for the Independent Film Importers & Distributors of America in negotiations with Unifrance and other French film organizations on matters of mutual interest. Goldwurm will leave here for Paris in the near future.

Censor No Answer to Film Faults: Johnston

Calls Demand Irrational and irresponsible'

(Continued from page 1)

example in guiding children to right choices. "Calls for censorship, he said, are invariably end of 'irrational and irresponsible' type of industry. "But censorship is no answer, because it doesn't work. It is ineffective. It can't improve quality. It will actually degrade and lower taste," Johnston said. "Responsible producers today maintain standards far higher than could be put into any censorship law. They live under our Production Code because they feel their obligation to public.

Sees 'Open Invitation'

Censorship would be an open invitation to the irresponsibles, to the buck producers, who cater to the lowest common denominator of pub- lic. It would be an invitation to go as far as the law allowed and with the law's sanctions to put them up. I can't conceive that anyone wants this."

Johnston noted that "We must help our children to make choices along the way if we wish them to grow up to be responsible and responsible adults. It calls on us as parents to help our children choose motion picture entertainment just as we help them to discriminate among books and music and all the other experiences of life."

Urges Wisdom by Parents

In guiding children to motion picture entertainment, the industry does not ask parents to do it blindly, Johnston said. "Even more than in the past, we are striving to make information available in advance about motion pictures to enable you to make wise judgments."

Johnston ascribed changes in motion picture content to changes that have taken place in society, in the rise of television and the consequent changes in the economics of the motion picture industry over the past 12 years. It has been a period of change and growth, he said, in the sense of which "there were occasional excesses, occasional lapses of judgment and discrimination, but that out of these growing pains the American motion picture was emerging as a new and a great creative art."

Points to TV's Effect

Accused with its changed status brought by television, he said, the industry chose to improve its product, put on a better and more appealing program than anyone else. It has become a more selective and

discerning medium than it had been in the past."

"As responsible parents, we should all welcome this growing-up process . . . this ability of the screen to deal with broader and more varied and more mature subjects than in the past. In my judgment, it has resulted in more fine motion pictures than during any previous period in Hollywood's history.

"And it also should require parents, in fulfilling their responsibilities, to exercise selectivity and discernment, particularly in guiding their children to motion picture entertainment.

Reminds of 'Culture of Today'

"I think," Johnston said, "we shall find the best results if we all understand, and act on the understanding, that the film of today should be judged in terms of the culture of today . . . of the conditions actually existing today."

"Any one who examines the recent record of the motion picture must inevitably realize that this growing-up process has added new dynamism and scope to movie making. I think this promises a great future for a great medium.

"In these growing years, of course, not all films produced have been great films. Some, seeking maturity, fell short. Some, seeking sensation, produced nothing of lasting value. Some—and usually these same ones—were also box office failures.

Recounts History of Code

"We have tried to exercise our responsibility responsibly in the motion picture industry. Thirty years ago this month, the producers in Hollywood voluntarily adopted a Production Code to assure standards of decency and morality on the screen. Just as firmly today as we have in the past, we adhere to these standards. We shall continue to do so."

Johnston said parents are "defecting" their responsibility to freedom and liberty by acceding to attempts to curb freedoms and by not actively opposing such attempts. "We run away from freedom," he said, "when- ever we run to Washington, or to Albany, or to Harrisburg, or to any state capital to demand a censorship law . . . a legislative ukase by which a state or its appointees may tell the rest of us what we may read or not read, may hear or not hear, may see or not see."

Three Other Speakers Heard

At the morning session of the conference, three other speakers agreed that the mass media cannot be made the scapegoat for all the ills of society. At the same time, they warned of the dangers of the mass media reflecting and reinforcing the worst in our culture rather than taking leadership in raising our values and moral standards.

Selma H. Fraiberg, associate professor of social casework at Tulane University's School of Social Work,

said, "We have given children trash for daydreams, and it is not only the mass media that are to blame. If mass media have nourished the daydreams of violence and cynicism, we have also nourished the daydreams of "security," of the supremacy of ego- istic goals and the privilege of gratification of all needs."

Mrs. Fraiberg Decries Brutality

Mrs. Fraiberg condemned the cheap fiction and brutality shown on television for blunting the moral sensibilities of children. Viewing this as an almost impossible challenge to the efforts of parents to give their children a moral education, she asked, "How can we teach revulsion against sadism and the destruction of human life when the child's commercial fiction feeds the appetite for sadism and makes murder trivial?"

Dr. Friedenber Hits Broadcasters

Dr. Edgar Friedenber, a Visiting Fellow at the College of Education of Ohio State University, called for a stiffening of the public's demand for more responsible broadcasting. Criticizing the recent testimony on a network executive who would give sponsors primary control over program content, Dr. Friedenber said, "Society had better see to it pretty quickly that the economic health of

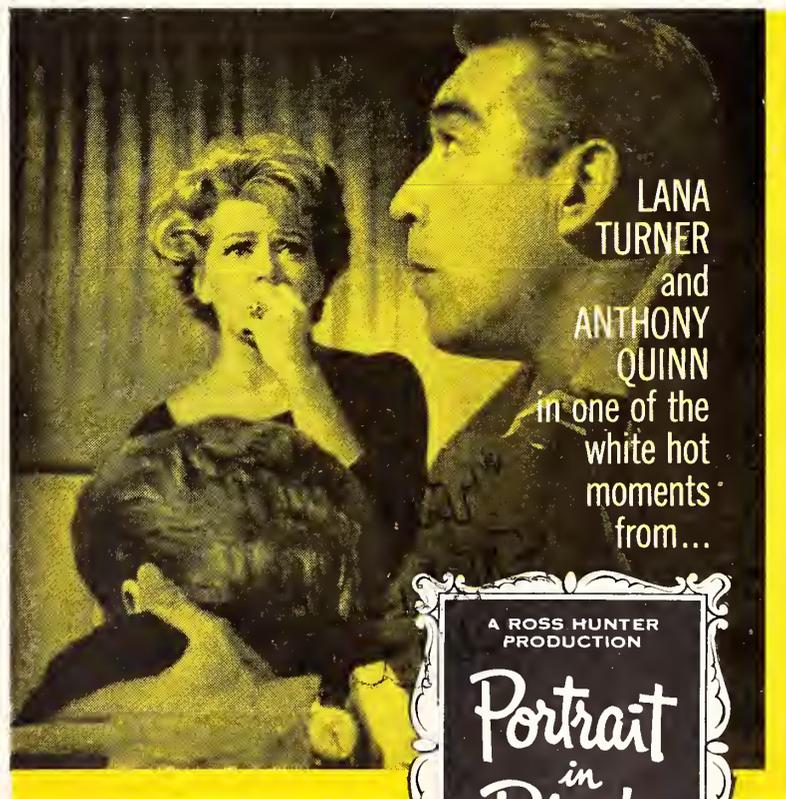
Cites AMPP's Advance Data As Judging Aid

broadcasters depends on ethical behavior as well as good business relations."

Frederick Rainsberry, supervisor of children's programs for the Canadian Broadcasting Corporation, said that worthwhile programs for children had been needlessly hamstrung by people who separate entertainment from education. According to Rainsberry, "Children are vitally entertained in the search for information."

'Young' Openings Slated

Drexel's "Because They're Young," a Columbia release, will open beginning April 6 in more than 350 theatres around the country, including saturation openings in Los Angeles. A special gala world's premiere will be held on April 2 in the home town of the winner of a special contest centered around the film, which marks the screen debut of teen-age idol, Dick Clark.



LANA TURNER and ANTHONY QUINN in one of the white hot moments from...

A ROSS HUNTER PRODUCTION
Portrait in Black

another **HOT** one for summer from **UNIVERSAL!**

Film Company Dividends \$1,314,000 in February

From THE DAILY Bureau

WASHINGTON, March 21. — Motion picture companies paid \$1,314,000 in cash dividends in February, the Commerce Department reports. A year ago, they paid \$1,725,000. For the first two months of the year, dividends paid by firms in the industry totalled \$3,051,000 compared with \$3,513,000 in the same period of 1959.

In the economy as a whole, publicly reporting corporations paid dividends of \$420 million in February, up about 9 per cent from February, 1959. Most of the increase is attributed to the finance, utility, and chemical industries, but almost all other lines registered limited gains.

Skouras Will Address Texas Drive-In Meet

Special to THE DAILY

DALLAS, March 21.—Spyros Skouras, 20th Century-Fox president, will address the ninth annual convention of the Texas Drive-In Theatre Owners Ass'n. next February, it was announced by Tim Ferguson, president.

The board of the Texas group will convene here April 12 at the Sheraton Dallas Hotel. At that time they will select the date, place and convention of the 1961 meetings.

Fox Plans Drive to Rebuild Attendance

(Continued from page 1)

two years. Copies are being sent to exhibitors everywhere.

Announcing issuance of the special Dynamo edition yesterday, Alex Harrison, general sales manager, said he had been "deluged" by letters from exhibitors all over the country indicating their uncertainty as to the future of the industry.

"Exhibition, as our customers," Harrison said, "is the decisive link between production and distribution and the public. After reading this information-packed manual every exhibitor will know as much about 20th's production status as any officer of the company, here in New York or at the studio."

Harrison added that the exhibitors "have a right to know where they stand."

Calls It 'Design for Perpetuity'

In his message, called "Design for Perpetuity," Skouras admits that the goal of pre-TV patronage "is no small undertaking in these times" especially in light of the diminished audience of the previous decade.

"But," he adds, "I am convinced that it will be a success in every sense of the word, if there is a continuously working unit among the three branches of our industry: production, distribution and exhibition. There is no alternative, for unless we work together as a team we will need-

lessly, but seriously jeopardize the future of our industry."

"Therefore, 1960 and the decade it inaugurates are a challenge, but, also, they present new opportunities for exaltation of a great industry," he adds.

Skouras pledges to exhibitors that 20th-Fox will discharge its "responsibilities to exhibition through a long-range program and that it will "spon-



Buddy Adler Charles Einfeld

sor new advancements about which more will be said in the not distant future."

Skouras then presents a resume of the product planned for 1960 and states that Fox will release 52 features, 30 of which will come from the studio. There will be one "blockbuster" each month and one "family trade" type pictures each month.

Promise of extensive advertising, publicity and exploitation expenditure is also made by Skouras. This will employ all media.

Promotion for Big and Small Films

The 20th-Fox head also pledges that promotion activity will not be confined to "block-busters." The company, he states, "will get solidly behind every release on a scale commensurate with its patronage potential."

Skouras says he is "very enthusiastic, very optimistic and very excited with what I know that our studio will deliver to our sales personnel, to exhibitors and to the public and with the merchandising plans we have in operation."

In another article in Dynamo Buddy Adler, production head, discusses the product line-up for 1960 and says he believes it "constitutes a program of individually outstanding mass entertainments that, properly exploited and sold to their vast audience potential, will meet with mutual profit and public satisfaction every test and make 1960 for their exhibitors throughout the world their most successful year."

'Nothing for Granted,' Says Harrison

Harrison writes that the 20th-Fox merchandising policy is to "take nothing for granted." Each feature release will be given individual treatment, first on a national basis and subsequently on the local level. He asserts that in today's market "there is no place for isolation of film salesmanship and showmanship," that they are an "indispensable and inseparable combination."

In another article Charles Einfeld, vice-president, compliments the com-

pany's merchandising organization throughout the U.S. and Canada well as abroad. "It is a predominant young group," he says, "led, as ought to be, by well-seasoned experience whose thinking is every bit as energetic as that of the youngest man on the staff."

Expressing pride in the group "unbeatable combination of manpower and know-how" he says "the kind of a force does not have to make speeches, lower the boom on competition, or wash the industry dirty linen in public."

Voices Resolve for Next Decade

A general article on future plans points out that Fox is celebrating its 45th anniversary this year and will strive in the next decade "to make history anew."

Company trends for 1960 are listed as follows:

Investment of greater monies in television exploitation of product, both nationally and locally.

Spending of more money on outdoor advertising in line with the nationwide increase in pleasure automobile ownership.

Acceleration of family patronage through films of this specific appeal.

Development of new talent in segments of picture-making.

Outlining plans beyond 1960. Dynamo lists the following:

Speeded-up research for further advancements in the physical screen image.

Perfection of Eidophor (theatre 1 system) with a trade demonstration "in the not distant future."

Further streamlining of distribution and merchandising facilities and procedures.

Further company diversification.

The special "exhibitors report" being distributed also to leading newspapers, syndicates and financial papers throughout the nation.

The Dynamo is prepared and edited by 20th-Fox home office executive Roger Ferri.

MCA Sales, Earnings Set New High in 1959

Sales and net earnings of MCA Corp. of America for 1959 set new records, it was announced by Julius C. Stein, chairman of the board. According to the annual report issued to stockholders, net earnings in 1959 were \$5,186,066, compared to \$3,328,442 in 1958.

Stein said that the net earnings of the company for 1959 represent an increase of about 20 per cent over 1958. Gross income increased \$57,786,616 in 1959 as compared with \$48,429,749 in 1958.

After preferred dividends, the net earnings in 1959 were \$1.28 per share on 3,995,735 outstanding shares, as compared with \$1.18 per share on 3,595,735 outstanding shares in 1958. Adjusted for the same number of shares outstanding in 1959, net earnings per share in 1958 were \$1.06.

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57, NO. 56

NEW YORK, U.S.A., WEDNESDAY, MARCH 23, 1960

TEN CENTS

Requested by Guild

MPP-SAG Talks Resume Tomorrow

for Post-1960 Films
Same Issue, Says Boren

By SAMUEL D. BERNS
HOLLYWOOD, March 22.—Negotiations between the Screen Actors Guild and the Association of Motion Picture Producers seeking to reach a settlement of the current strike will resume at 2 P.M. on Thursday, as disclosed here today by Charles Boren, executive vice-president of MPP. Boren's announcement followed a

(Continued on page 4)

Younglove's Bill Has Strong Opposition

Special to THE DAILY
ALBANY, N.Y., March 22. — An Assembly prepared to vote tomorrow on the Younglove film classification bill, reports were heard of vehement opposition by exhibitors and other industry sources. Telephone calls, wired messages

(Continued on page 2)

TELEVISION TODAY—page 5

Company Heads Conclude Strike Confabs Here

Company executives concluded consecutive days of conferences in the Hollywood strike situation yesterday but issued no statement on the outcome of their deliberations, held in the Motion Picture Association of America board room here. Eric Johnson, MPAA president, and Kenneth Clark, vice-president, left for Washington following the meeting. No comment was obtainable on reports that the conferees considered proposals of the Screen Actors Guild counter-proposals of their own, and dispatched instructions to Association of Motion Picture Producers negotiators in Hollywood.

Hyman Sees 1960 As Best Theatre Business Year Since 1956; Lauds Forthcoming Product

Based on current prospects of product to be made available throughout the year and on the trend of theatre attendance nationally, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, expects 1960 "will be a better year than any since 1956."

Meeting with trade press representatives at luncheon in the AB-PT home office dining room, Hyman expressed his "extreme optimism for our industry this year." He noted that, "as a general matter, the trend of business for AB-PT Theatres is usually indicative of the trend for exhibition around the country."

"Our company's results in the first quarter are well ahead of the same period last year. Barring a protracted strike by the Screen Actors Guild, our analysis of the product available for the second quarter, sparked by the April-May-June drive of exhibition, makes us confident that this momentum will continue through the second quarter.

"Release for the summer months are little less than sensational, so we anticipate continued improvement during the third quarter. Releases to be available for the last quarter, plus exhibition's annual fourth quarter drive, leaves no question but that the upward trend will continue," Hyman said.

O'Connor Heads Catholic Charities Film Division

John J. O'Connor, vice-president of Universal Pictures, has been appointed chairman of the Motion Picture Division, Special Gifts Unit, of the Cardinal's Committee of the Laity for the 1960 Fund Appeal of New York Catholic Charities. He has been associated with Catholic Charities Fund Appeal since 1936, when he was asked by Frank



John O'Connor

C. Walker, then chairman of the Motion Picture Division.

(Continued on page 6)

Review Denied in NSS Poster Case

From THE DAILY Bureau
WASHINGTON, March 22. — The United States Supreme Court handed down an order yesterday denying poster-renters Lawlor and Pantzer's application in the Supreme Court for a writ of certiorari to review the decision of the United States Court of Appeals for the Third Circuit. Handed down by that Court last May the decision affirmed the district court's dismissal of the Lawlor-Pantzer anti-trust action against National Screen and the eight leading motion picture producers and distributors.

The Supreme Court's refusal to grant certiorari, which in substance constitutes an affirmation of the dis-

(Continued on page 6)

REVIEW:

The Mountain Road

William Goetz Production—Columbia

HOLLYWOOD, March 22
IT TOOK COURAGE to make a significant film of such magnitude, and producer William Goetz accepted the risk of presenting what should be regarded as daring screen entertainment. No punches have been pulled in the characterization of an American army officer who suddenly finds an opportunity to experience a sense of power he never had before by

(Continued on page 4)

Cites Quality

Hyman Sees '60 Releases At 227 Minimum

Results of Yearly Study
To AB-PT Meet This Week

Ten national distributors will have a minimum of 227 features available for release this year, exclusive of re-

issues, foreign-made acquisitions and 70mm specials, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, told trade press representatives yesterday.



Edward L. Hyman

Hyman's tabulation was made following extensive conferences with executives of the distribution companies and

(Continued on page 3)

TV Spot-Sale Plan For Roach, Sr., Films

From THE DAILY Bureau

HOLLYWOOD, March 22. — Hal Roach, Sr.'s projected plan for his active return to production in both motion picture and television fields smacks of an opportunity to eliminate

(Continued on page 4)

MPAA Annual Meeting Is Set for Tuesday

The annual meeting of Motion Picture Association of America has been scheduled for next Tuesday at its New York offices.

The principal business is the election of directors. The annual meeting of the board subsequently will elect officers, with no significant changes in either the directorate or officers expected.

PERSONAL MENTION

HOWARD STRICKLING, M-G-M vice-president in charge of advertising-publicity, and **MORGAN HUDGINS**, of the studio staff, have arrived in New York from the Coast and Chicago.

DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York tonight from Hollywood, and will leave here at the weekend for London.

IRVING LUDWIG, president of Bucna Vista, has returned to New York from the Coast.

ARTHUR HORNBLow, JR., producer of "The Captive" for Universal, has returned to New York from the Coast.

DARRYL F. ZANUCK left New York last night for Paris.

GERD OSWALD, director, has arrived in West Berlin, Germany, from Los Angeles via the Polar route.

JOHN BARTON, owner of the Nile Theatre, Mitchell, Nebr., has become a grandfather with the birth of a daughter to his daughter-in-law, Mrs. **FLOYD BRETHOUR**. Father is salesman for National Screen Service in Denver.

Steinway, 'Song' Tie-In

Special posters highlighting the forthcoming William Goetz production for Columbia release, "Song Without End," The Story of Franz Liszt, will be offered by Steinway & Sons Piano Company to its retail dealers in 300 major cities throughout the country for use in window and in-store displays. The full-color posters will be distributed to the retailers at the National Association of Music Merchants and Piano Manufacturers convention in Chicago, July 18-22.

gems of showmanship!...

SPECIAL TRAILERS

by national screen service

Expect N. Y. Vote Today On License-Fee Bill

Special to THE DAILY

ALBANY, N. Y., March 22. — The Assembly-approved Savarese bill, reducing the license fees collected by the State Education Department's motion picture division, was substituted, on third reading in the Senate today, for the companion Marchi act.

A final Senate vote on the measure, which is strongly advocated by a number of industry organizations, may come tomorrow.

The upper house last year unanimously adopted a somewhat similar proposal, introduced by Sen. John J. Marchi, Staten Island Republican. Assemblyman Anthony P. Savarese, Jr., Queens Republican, co-sponsored this year's legislation, as he did that of 1959.

Mundt Scores Sinatra For Hiring Maltz

From THE DAILY Bureau

WASHINGTON, March 22.—Strong criticism was hurled at Frank Sinatra today by Sen. Mundt (R., S.D.) who called the actor-producer's hiring of Albert Maltz "shocking." Maltz, one of Hollywood's "Unfriendly Ten" of 12 years ago, was signed to do the film adaptation of "The Execution of Private Slovik," which Sinatra will produce and direct.

"In these uneasy times," Mundt said, "it is hard to understand that people will grant new opportunities for the injection of communist propaganda into motion picture fare." Mundt is the only member of the House Un-American Activities Committee of 1947 still in Congress.

The senator also referred to the hiring of "black-listed" writers by Otto Preminger and Stanley Kramer.

Frank Sinatra's hiring of Albert Maltz was criticized by the *New York Journal American* yesterday in an editorial entitled "Wrong-Way Frank."

"By hiring him," the editorial stated, "Mr. Sinatra, however much he may delude himself to the contrary, has not struck a blow FOR freedom of expression. He has struck a blow AGAINST efforts of the industry to prevent enemies of our country from using the powerful medium of the movies for an insidiously slanted Communist line."

Pizor, Feher Join Hands

Irwin Pizor (Screen Guild Productions) and Andre Feher (Rex Films, Inc.) have formed Hermes Films, Inc., new releasing organization whose first offering will be "The Easiest Profession," starring Fernandel, which will open at the World Theatre here Friday.

Gunsberg Named Exec. Assistant to Reade

Sheldon Gunsberg has been appointed executive assistant to the president of Walter Reade, Inc., it was announced by president Walter Reade, Jr. Gunsberg will retain his position as vice-president of both Walter Reade, Inc., and Continental Distributing, Inc., an affiliate company.



Sheldon Gunsberg

In making the announcement, Reade said: "Walter Reade, Inc. has grown considerably in the past several years and now encompasses exhibition, distribution and production in the motion picture industry; catering, concessions and restaurants; plus real estate, financing and other diverse operations. In his capacity as vice-president in charge of advertising and publicity of both Walter Reade, Inc. and Continental Distributing, Inc., Gunsberg has worked closely with me in all of these areas. The immediate prospects and opportunities for growth of the Walter Reade group require an executive assistant to aid in the formulation and administration of over-all policy. He will assume that responsibility and authority."

Six years ago Gunsberg joined the Reade Circuit as general manager of specialized theatre interests and director of advertising and publicity of Continental Distributing, Inc. In 1955, he was appointed director of advertising and publicity of the Reade Circuit and in 1956 became vice-president in charge of advertising and publicity of Walter Reade Theatres and Continental Distributing, Inc.

Gunsberg entered the picture industry in 1945 as a publicist for 20th Century-Fox. He spent two years as a field representative for United Artists, and joined Universal-International Pictures, Inc. in 1948 for the road show engagements of "Hamlet." One year later he became assistant to Jeff Livingston, then director of advertising and publicity of J. Arthur Rank films released through Universal.

Remodel Gramercy Here

Rugoff & Becker's Gramercy Theatre on East Twenty Third Street here has been closed temporarily for extensive renovations. The theatre was redecorated, with new seating and new carpeting, at an expense of \$60,000. The interior and architectural design was the work of James McNair and Ben Schlanger. It is scheduled to reopen tonight.

Younglove Bill

(Continued from page 1)

and mailed communications have been received by some legislators from theatre operators within the respective districts, others said they had received none of this kind, recently.

Surprisingly, for a measure which has attracted so much attention, the "pro" mail on the Younglove-Duffy act is comparatively light.

The memorandum of approval of the legislative commission of the State Council of Churches (Protestant) was widely distributed.

The State Catholic Welfare Committee also favors the bill—according to reliable sources—but its position has not been publicized.

Senators Principal Targets

Senators appeared to be the chief targets of appeals for defeat. The Duffy act, companion to Assemblyman Joseph R. Younglove's, appeared again on the Senate general order calendar, but it was not "moved."

Every Senator and Assemblyman has received a four-page "fact sheet" prepared by the Motion Picture Association of America and citing reasons why film classification should be enacted. A copy of Eric Johnston's statement, titled "The Free Screen," which he made before the Grand postal operations subcommittee in Washington, on Feb. 2, has also been forwarded to legislators.

Distributed some time ago was a page statement by the Council of Motion Picture Organizations, directed to the joint legislative committee on offensive and obscene material (which later drafted the pending Younglove-Duffy bill), the Assembly judicial committee, and the Senate public education committee.

Court Decisions Quoted

This memo set forth arguments cited court decisions in opposition to the first Younglove film classification act; the Marano bill for "adults only" classification (with a \$25 fine levied on any theatre manager permitting a person under 18 years of age to witness such a film); the Voser bill (identical with Younglove's) and the Conklin three-categories classification act.

The three initially listed will come to a floor vote. The Conklin bill is a Senate one; as such, is technically "alive" until adjournment. However, for all practical purposes is believed to be "dead."

Predictions vary as to the fate of the Younglove-Duffy measure. Assemblyman favoring the bill and another opposing it prophesied a day, passage.

Some observers believe Senate adoption is likely. Others question this.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. E. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Building, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 9% National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallucci, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 15¢.

Hyman for 'Flexibility' Cope with Strike

The Hollywood strike, if protracted, will do injury to the industry and will require an early reshuffling of releases, Edward L. Hyman, American Broadcasting-Paramount Theatres vice president, said yesterday.

Hyman reported that while some theatres already have been revised and the end to the strike could bring about the reinstatement of most or all such releases. For that reason, he pointed out, he will not revise release information at this stage which he has prepared for AB-PT and other theatres that have endorsed his proposal of orderly distribution.

He noted, too, that in some cases reduced Hollywood releases may be replaced by reissues and films acquired from distributors abroad.

"The distribution companies have lined up so many foreign pictures that it now is reputed to cost more to import a picture in Italy than it does in Hollywood," Hyman remarked.

Hits Sale of Post-'48 Films

With the Screen Actors Guild strike in mind:

"Of course, we are unalterably opposed to the sale of any post-1948 releases to television and as far as we are concerned, all other considerations are minor. However, the strike if it could indefinitely, must eventually hurt our industry. In canvassing the exhibitors and producers, we are trying to understand that most of them have a reasonable supply of pictures on their shelves. Naturally, there would be a reshuffling of releases and this is where flexibility and adaptability in booking will play a vital part. Exhibitors and distributors will have to co-operate in this flexibility and adaptability in order to weather the storm, and there is no question in my mind but that they will do so."

Maryland Allied Names Board of Directors

Special to THE DAILY
BALTIMORE, March 22.—The All-Motion Picture Theatre Owners of Maryland, Inc., has elected a new board of directors. The eleven named are: Elmer Nolte and Vernon Nolte, of the Durkee Enterprises; Lou Lerner; J. Stanley Baker; Meyer Nathal; Donald DeLaney; J. Bonitz; Jack Levin; Leon Back; Walter Singer and Edward Perotka. At a future meeting, the date to be determined, these new board members will elect a president, vice president and treasurer for the ensuing fiscal year.

Tour for 'String'

CHICKSONVILLE, Mar. 22.—Boris Karlos, whose ten years as a counter-espionage agent served as the basis for Louis de Mornay's "Man on a String," arrives tomorrow to participate in promotional activities in behalf of the Columbia Pictures release. Morros will appear in two days here making the full page of newspaper, radio and television appearances.

Hyman Sees 227 Releases

(Continued from page 1)

with key production executives in Hollywood, following a pattern he established several years ago in a continuing campaign for orderly distribution of quality product throughout the year.

His findings will be given to the annual meeting of AB-PT theatre affiliates to be held at the Concord Hotel, Kiamesha Lake, N. Y., tomorrow and Friday. In addition, his compilation of release information from the 10 companies will be distributed to those theatres and exhibitors in all parts of the country who are cooperating in the orderly distribution campaign.

A key phase of the campaign is an exhibition drive during April, May and June to promote maximum business for the quality releases of the period. Business promotion ideas for the campaign have been developed for specific pictures by AB-PT advertising-publicity men working with sales and promotion departments of the pictures' distributors.

Hyman noted that his product forecast does not include M-G-M's releases for the last quarter of 1960, because information on them is not available at this time. Given those releases, plus 18 reissues already announced, and foreign-made acquisitions,

plus some additional releases which the companies may add before the end of the year, Hyman believes it is reasonable to assume the total of films available this year "will be closer to 300." However, Universal and Allied Artists may have several fewer than now estimated, he pointed out.

This compares with approximately 230 pictures released last year. In addition, there is an important improvement in quality in 1960 releases over last year's, Hyman finds.

Hyman emphasized that despite "the loud cries about the scarcity of product" to be heard, "in my opinion, numbers mean nothing. Only quality counts."

Hyman's tabulation of 1960 releases by company is as follows: Columbia, 37; 20th Century-Fox, 47 (excluding "Can-Can"); Warners, 21; Paramount, 22; M-G-M, 13 (excluding "Ben-Hur," and through September only); United Artists, 27; Universal, 28 (excluding "Spartacus"); Buena Vista, six; Allied Artists, 16, and American International Pictures, 10. (Total, 227.)

Obviously, additional pictures will be available during the year from smaller independent distributors and importers of foreign films.

Mrs. Twyman Lauds New Audience Discrimination

Mrs. Margaret G. Twyman, director of the Motion Picture Association of America's community relations department, cited increasing discrimination in the selection of film fare by the public in an address yesterday to the Manhattan Chapter, National Women's Committee, Brandeis University.

"With its new technical developments and fresh approaches to important and significant themes, the motion picture is fast measuring up to its potential as the world's greatest mass medium," Mrs. Twyman said. "Audiences are gradually learning to select their films with the same thoughtful care and discrimination with which they select their reading and music."

68th St. Playhouse Will Become First-Run Here

The east side 68th Street Playhouse here will adopt a first-run policy with the premiere Easter engagement of 20th Century-Fox "When Comedy Was King," Alex Harrison, general sales manager announced yesterday.

The theatre will be completely refurbished before the premiere on March 30.

Extra 'Can-Can' Showing

There will be matinee performances every day during Easter Week of 20th Century-Fox's "Can-Can" in Todd-AO at the Rivoli Theatre here. Ordinarily there are only 10 performances per week, including matinees on Wednesday, Saturday and Sunday.

Hyman Skeptical of Pay-TV Success Story

Claims of "success" for the Telemeter pay-tv operation in Etobicoke, Ont., are premature in view of a number of still unanswered questions, Edward L. Hyman, American Broadcasting-Paramount Theatres vice president, told a trade press conference here yesterday.

Stating that, like other "exhibitors everywhere who have spoken out against toll tv, I am opposed to it," Hyman said. "It is much too early to tell (whether the Canadian operation is a success) since the receipts have not as yet been counted."

"It must be remembered," he continued, "that in choosing the site for the experiment, the area chosen is naturally peopled with prospective patrons who will be able to afford the expenditure necessary. One must ask this question: What will people who are not affluent think of when they are confronted with the costs of pay-tv? It is bound to have repercussions."

Hyman posed the following questions:

"Will there be a steady flow of attractive and diversified programs?"

"Will Telemeter be patronized enough in the spring and summer when people are not content to stay at home?"

"Will there be censorship problems such as has already made an appearance, as in 'Room at the Top'?"

"And, last of all but still important, will the sponsors of pay television be able to absorb the tremendous expenditure needed to effectively saturate any large area?"

Many AB-PT Theatres Being Rehabilitated

Rehabilitation of numerous AB-PT theatres has been completed recently and is under way in others on a large scale, Edward L. Hyman, vice-president, reported yesterday.

A \$250,000 rehabilitation project is under way at the Indian Head Drive-In, Phoenix, he said. Other projects mentioned included the Paramount, San Francisco; the Madison, Detroit, and in the Boston, Iowa-Nebraska and up-state New York areas.

Shelton Domestic Head For 'Windjammer' Sales

William Shelton has been appointed domestic sales manager for "Windjammer," it was announced by Oliver A. Unger, executive vice president of Cinemiracle Productions Corp., a subsidiary of National Theatres and Television, Inc.

Shelton has been an executive of National Telefilm Associates for the past year. He was formerly vice president in charge of distribution for Times Films. He has handled road show pictures as well as foreign imports.

Shelton will have his headquarters in the NTA offices here.

Coast Publicists Again Nominate Dan Thomas

From THE DAILY Bureau

HOLLYWOOD, March 22. — Dan Thomas, Universal-International publicist, was nominated without opposition for his third successive term as president of the Publicists Association, Local 818, IATSE, at regular membership meeting of association last night.

Election of officers will be by secret mail ballot in May, with new officers being installed at June membership meeting.

Fox 'Sons' Is British Cannes Festival Entry

"Sons and Lovers" has been selected as the official British entry in this year's Cannes Film Festival. The 20th Century-Fox production, adapted from D. H. Lawrence's novel, was filmed entirely in England by director Jack Cardiff. Jerry Wald produced the CinemaScope film.

The annual Cannes affair will take place May 4-May 20 with stars from many countries participating in the event.

312 'Pirates' Bookings

United Artists has set 312 bookings beginning April 6 for its Easter saturation release of Bert I. Gordon's "The Boy and the Pirates" in the Omaha, St. Louis and Kansas City areas. The Easter engagements are being backed by full-scale advertising and exploitation campaigns blanketing the three major areas.

Roach's Plan

(Continued from page 1)

the future threat of the sale of theatrical features to television.

Hal Roach told the press today, at an informal luncheon in the studio bearing his name, he has made a proposal to trustees of Roach Studios, now in receivership, that he would like to reactivate the studios and turn it into a "comedy" factory; that he has a financial interest who would purchase the studio and lease it back to him.

Roach outlined plans for production of various hour-length comedy television shows which would be sold to television stations on the basis that the programs would be supplied free to the station in exchange for three minutes of the six minutes allotted for spot sponsorship, with the station having the other three minutes to sell the sponsor interests. Upon acceptance of the proposed programming and sales plan by at least 40 stations, Roach said he would be able to set his production plans in motion.

The sales format of the hour show, in which the producer retains half of the commercial time, was suggested as a strong attraction to station operators who prefer to sell spot time and were the first to buy old theatrical films for its medium. Roach viewed the possibility station managers would also give the nod to producers of hour dramatic features to be made expressly for television with payment in commercial time for such programming.

"If enough film producers offered such a format as a source of product to television stations, the motion picture industry, especially exhibition interests could breathe a sigh of relief," Roach said. He stated he would sign numerous comedians who would appear for not more than seven minutes in any television show and would, under a term contract, appear in one or two of the four theatrical features he plans to make annually.

The television films will be distributed through nine national offices of Valiant Films.

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The Mountain Road

CONTINUED FROM PAGE 1

accepting sole command of a hazardous demolition operation.

James Stewart adds a new dimension to his talent in handling the semi-sympathetic role of the major who commands a small demolition task force in destroying strategic points along a Chinese mountain road which would prevent Japanese troops from reaching a goal during World War II. It is daring in its depiction of some American G.I.'s who showed no compassion for the thousands of starving Chinese refugees who covered the mountain road like an endless stream of ants in search of a haven.

Daniel Mann's realistic direction of Alfred Hayes' screenplay, drawn from the novel by Theodore White, presents a canvas of truth, no matter how shocking it may appear.

The subject matter is made more delicate by the introduction of the beautiful, American-educated widow of a Chinese general, notably portrayed by Lisa Lu. Her role, though reasonably integrated for the semblance of romantic interest development between her and Stewart, becomes a symbol of Chinese philosophy pitted against American attitudes.

The high point in the film comes when Glenn Corbett, who plays a G.I. interpreter and close aide to Stewart on the dangerous mission, and who displays a strong feeling of love for the Chinese people, receives Stewart's permission to hand out a few tins of food to roadweary refugees. Corbett is trampled to death by a surge of hungry Chinese anxious to get their hands on a tin.

Henry "Harry" Morgan heads the list of G.I.'s on Stewart's demolition team in East China who figure prominently in effective roles, along with Mike Kellin, Eddie Firestone, Frank Maxwell, James Best and Frank Silvera, as a Chinese general, who joins Stewart's four-truck and a jeep motorecade that has a brushing relationship with the road filled refugees.

Apart from the problems of sickness, and the murder of some of his men by Chinese bandit-soldiers, which incites Stewart to the point of blowing up a whole Chinese village in retribution, the course of action includes also the blowing up of an airstrip, a bridge, an ammunition dump and a mountain curve that divides the road, leaving hundreds of refugees to meet their fate from the oncoming Japanese.

Stewart shows his hatred for the Chinese in a role filled with intolerance, and Lisa Lu realizes that his token demonstration of concern for her could never be any more than just that.

Burnett Guffey's camerawork captures the scope of dramatic foreground and background for the film that is loaded with TNT, literally and figuratively.

Running time, 102 minutes. General classification. Release, in May.

SAMUEL D. BERNS

Schottenfeld Ass't. To Peyser at U.A.

Herbert T. Schottenfeld has been appointed Assistant to the General Counsel of United Artists Corporation, it was announced by Seymour M. Peyser, vice president and general counsel of U.A.

A member of U.A.'s legal department since March, 1951, Schottenfeld has been in charge of the legal affairs of U.A.'s television operations for the past five years. In this connection, Schottenfeld continues as vice president of United Artists Associated, Inc.

New Murphy Film Set

HOLLYWOOD, March 22.—"Seven Ways From Sundown," based on an unpublished novel by Claire Hufaker, has been set as Audie Murphy's next starring vehicle for Universal-International, it was announced by Edward Muhl, vice-president in charge of production. Gordon Kay, will produce the picture, scheduled for production early in May, as one of the commitments under the pact between U-I and Gordon Kay and Associates.

AMPP-SAG

(Continued from page 1)

strong statement issued by the board of directors of the SAG in which the group criticized the AMPP for what characterized as an effort to impede talks leading to a settlement which emphasized the urgent need for "continuous negotiations."

Text of Statement

To this message, Boren replied as follows:

"We agreed thoroughly with SAG that continuing negotiations were needed if we are to resolve the problems of the current strike and make it possible for the displaced workers of the industry to return to their jobs.

"We have asked the guild to meet in continuing negotiation sessions starting at 2 P.M. on Thursday, the guild has accepted our proposal.

"Since our last meeting with the guild the producers have given a great consideration to a demand of the guild for second payments of post-1960 films exhibited on television demand which could have dire consequences on the future of our industry.

"The guild seeks additional payments on all post-1960 theatrical features, even those which may not cover their costs, even those which may suffer a loss of as much as a million dollars, even those which not even pay off their bank loans.

'Difficult to Accept'

"We find it difficult to accept the principle of additional payment for losing product. We made an offer to the guild for television royalties on profitable post-1960 pictures. The guild has not given us a counter proposal to our offer.

"We regret this strike. We want to end it. We desire to carry on continuing negotiations. We hope to reach the guild equally willing."

Following is the text of a statement issued by the guild board:

"At the time of the guild membership meeting on March 13, it appeared probable that with diligence and honest bargaining on both sides all issues could be settled in a few days, the strike ended and production resumed.

'Postponed by Producers'

"Immediately after the meeting, negotiating meeting scheduled for March 15 was postponed by the producers.

"At the meeting last Friday, March 18, the producers ended the session by saying 'we will let you know when we are ready to resume.'

"It's now the morning of March 22 and we have not heard one word from the producers.

"Sporadic negotiations will not end the strike. Unless the producers continue negotiations immediately we will call on the Federal Mediation Service to take action to end the stalemate caused by the producers.

"We want all studio employees to know that it is the employers who are prolonging the strike—not the guild."

'Murder' Shooting Here Resumes Without Actors

The filming of "Murder, Inc.," which was completed the night before the actors' strike became effective, is scheduled to resume today for two weeks in the metropolitan area.

It will not be necessary, however, for Screen Actors Guild members to participate if the strike isn't settled during the production period. Since so much of the picture takes place in the New York City area, additional location sequences will be photographed in such locales as Coney Island, Sheepshead Bay, Pennsylvania Station and the garment district.

Producer-director Burt Balaban says that if it is necessary to use people in these scenes, he will utilize doubles (non-actors).

Frank P. Hood, 76

SEATTLE, March 22. — Frank P. Hood, who with his brother, the late George T. Hood, were managers of the old Grand Opera House here, died in his home at the age of 76. He was a member of Local B-22, Theatre Employees Union.

NBC-TV Plans 'Exotic' West Indies Series

One-hour action-adventure series in the Caribbean has been announced by David Levy, vice-president, programs and talent, of NBC as a network-produced colorcast for prime time viewing during 1961-62 season.

In All Caribbean Areas

The series will be filmed in color during this summer, on location in Puerto Rico, Santa Domingo, Haiti, Guayaquil, Trinidad, Barbados, Aruba, St. Kitts and Nevis, Martinique, Guadeloupe, the Caymans, Tortuga, Grenada, Curacao and the Windward Islands, as well as Devil's Island. The series is untitled and not yet cast, but NBC expects to draw extensively from the appeal of West Indies.

Continues 'U' Sale to Screen General Practice

Long testimony by a professional economic consultant in New York Federal Court yesterday helped refute a government contention that unfair competition was practiced by Universal, Columbia Pictures and Screen Gems, charged with restraining competition in the sale of films to television through acquisition by Screen Gems of more than 600 pre-1948 Universal pictures for TV distribution.

Selling Practices Outlined

The witness before Judge William H. Rands was John J. Corson. He outlined national practices concerning the selling of old theatre pictures to television.

Three Testify TV Film Packages 'Undesirable'

Three witnesses from Southern television stations testified in New York Federal Court yesterday that after 17 negotiations with United Artists and Loew's, Inc. (MGM), they pursued film packages composed of a number of pictures they termed "undesirable." A government suit against the two and four other motion picture and TV companies alleges "blocking."

Station Officials Heard

Witnesses yesterday were Charlie Daniels of WHAS-TV, Louisville; George Patterson of WAZE-TV, Louisville, and Jack Harris of KPRC, Houston. Besides those implicated in yesterday's testimony, defendants are C. C. Super Corp., Associated Artists Productions, National Telefilm Association and Screen Gems. The trial is in its third week.

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ci-6-4061

AROUND THE TV CIRCUIT

with PINKY HERMAN

IT MAY sound singy-songy—but Tiky Taki is the name of a 20-year-old Japanese beauty who is headed for stardom. Tiky, not only is an exotic dancer but has a song delivery that is charming and unique AND is about one of the most accomplished concert pianists in this or any other country. . . . Van Fox will direct Franchot Tone in John Block's "The Green Wound," seg of "Frontiers of Faith" Sunday, April 3 TVia NBC. . . . When she appeared last month as participant on the "Dough-Re-Mi" quizzier, she garnered such an enthusiastic reception that songwriter Mini Stein was asked to make a return visit yesterday. Again she scored with her ad-glibs but this time she also sang an original number titled, "Women." . . . Dean of American songwriters, former prexy of ASCAP and one of the oldest members of the Lambs Club, Otto Harbach will be honored by the Lambs Sat., April 9 with an "Otto Harbach Nite." Incidentally ASCAP was born in the mind of Victor Herbert in the southwest corner of the Lambs' Grill Room. . . . Sunday's CBSpecial, "Valley of Decision," kicked off a new and effective ad campaign (Gen. Mills) based on an idea and special lyrics to Harold Spina's ditty, "It's So Nice To Have A Man (cake) Around the House," written by Gene Kohner and Bill Conner of the BBDO Minneapolis branch in collaboration with Bernie Ryan of the N.Y. BBDO office. . . . Alan King, star of the new situation-comedy series, "Open All Year," flew to the coast with the pilot to personally show it to Executive Producer Phil Silvers. We hear from the "Tape"-vine that this is one of the funniest new shows in years.



Andy Williams, host and star of the full hour NBC colorcast, "Pontiac Star Parade," seg titled "Man In The Moon," which will be seen Saturday, April 16 (8:30 P.M., EST) will have opposite him songstress Lisa Kirk. The Kerry Production will be written by Bob Wells and Mel Brooks with Wells (Lisa's husband) Producer. Barry Shear will meg. . . . The young and talented Mari Lynn will be featured as "Lita" in Monday's vehicle, "The Case of Lita and Arnold Robb" of the "A Day In ABCourt." . . . After 15 years with RCA Victor, Robert Merrill will make an album for Everest Records, featuring tunes by Cole Porter and Vincent Youmans. . . . Norman Jewison, who directed "The Fabulous Fifties" and the bell-ringing "Harry Belafonte Special," has been signed to produce-direct an "Eddie Hodges Special" as well as another for Ingrid Bergman. The Canadian-born producer leaves for Europe in May for conferences with Lars Schmidt and to prepare for filming of the Bergman show in Monte Carlo and London. . . . Paul Taubman's next album for Columbia will feature his original music which backgrounds his many TV programs. . . . Currently heard five times a week on his own radio CBS show and starred on Broadway in "Destry Rides Again," Andy Griffith will have his own TV video series this fall. . . .

Hint 'Plugging' of Film Songs Violates FCC Act

From THE DAILY Bureau

WASHINGTON, March 21.—In a statement amplifying its views on "sponsorship identification of broadcast material," the Federal Communications Commission has made direct reference to the motion picture industry.

Clarifies View on Violation

In discussing "plugs" and "sneaky commercials," FCC says that it believes "such practices as periodically playing a song from a current motion picture, when such is inspired by an express or implied agreement with a local theatre or distributor to do so (or as a 'bonus' for purchasing a number of spot announcement advertising the movie) and is not accompanied by an appropriate sponsorship announcement" violate the Federal Communications Act.

NBC, RKO General Sign Station Exchange Deal

The signing of an agreement for an exchange of the Philadelphia television and radio stations owned by the National Broadcasting Company and the Boston television and radio stations owned by RKO General, Inc. was announced jointly by Robert W. Sarnoff, chairman of the board of NBC, and Thomas F. O'Neil, chairman of the board of RKO General. The agreement is subject to approval by the Department of Justice and the Federal Communications Commission.

The disposition of NBC's Philadelphia stations is required by the provisions of a consent decree entered last September.

The NBC stations in Philadelphia are television station WRCV-TV and radio station WRCV. The RKO General stations in Boston are WNAC-TV and radio-station WNAC.

WGA Web Strike May Be Widened

From THE DAILY Bureau

HOLLYWOOD, March 22. — Authorization for new strike action against the networks which would pull out writers of live TV, radio, staff continuity and news may be sought by the television-radio branch of the Writers Guild of America at a special membership meeting on March 31 at the Beverly Hilton Hotel.

Last Friday evening the Writers Guild called out all writers of television films who are working for networks ABC, CBS and NBC. It was noted at that time that the guild contracts covering live, radio, staff continuity and news writers did not expire until March 31.

The strike, under the same authorization, could also be widened to embrace some 50 independent TV film companies. Negotiations with these producers are still continuing but it is believed that authorization affecting "independent TV film negotiations" would be designed to provide for use of the strike weapon should negotiations break down. The authorizations which may be sought at the March 31 meeting would embrace remaining non-struck areas.

Previously struck, on January 16, were the major studios and the Alliance of Television Film Producers.

MAGIC— PUPPETS For Children All Ages



MR. KRACKERJACKET

New half hour TV film series

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DOUG ANDERSON

For availability, write or call

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National Pre-Selling

ADVANCE CAMPAIGN
FOR EXODUS



EL AL ISRAEL AIRLINES is now flying Preminger and company to Israel for the filming of "Exodus." Paul Newman, Eva Marie Saint, Peter Lawford, Hugh Griffith, John Derek, Lee J. Cobb, Sal Mineo, David Opatoshu, Michael Wager, and Sir Ralph Richardson; cast, crew, cameras—the whole shooting works—are being airlifted 5,000 on the split-second timetable for which Hollywood is known, and EL AL too.

Above is a reproduction of a page ad which appeared in the "New York Times" on March 7. It is an example of an effective pre-selling campaign. When this Otto Preminger production "Exodus" is ready for release in December prospective patrons' two most sensitive areas will have been appealed to—their minds and emotions.

THE readers of "Life's" March 14 issue have an opportunity to decide themselves, from production photos in color whether "Can-Can" is as naughty as Nikita thought it was. Hollywood professes not to be sure about just what Khrushchev really thought. As it tells the story, he seemed delighted with the Can-Can dances he saw at 20th Fox Studios until after he was spoken to by Mrs. Khrushchev. Then he decided he did not like it.

Striking ads on "The Fugitive Kind" starring Marlon Brando, Anna Magnani and Joanne Woodward, also on "Home from the Hill" starring Robert Mitchum and Eleanor Parker, now playing at Radio City Music Hall, appear in the March issue of "Seventeen."

A pictorial and text profile of the French actress who will have a leading part in "Song Without End," based on the life of composer Franz Liszt, appears in the March 15 issue of "Look."

Her name is Capucine. This is the French word for Nasturtiums, a

Co-Production Interest Indicated by Taiwan

The newly reorganized government-owned Central Motion Picture Corporation of Taiwan has indicated an interest in co-production of top quality films in color and featuring outstanding players, according to the Motion Picture Export Assn. MPEA has just received word from the U.S. Embassy in Taiwan that they had been informed by the Formosa Government's Committee for Industrial Development and Investment that the recently formed Central Motion Picture Corporation will be glad to lease their facilities to foreign producers at a low rental charge.

The new government policy to cooperate with producers apparently has already taken hold. An American company which recently visited Taiwan to do a few outdoor sequences found the new conditions so favorable that they stayed on to complete the film, MPEA said.

'Deseo' Booked in Miami

MIAMI, March 22. — Mario Barral's "Con El Deseo En Los Dedos," released by Hoffberg Productions, will open on April 17 here for an indefinite run at the Rivoli Theatre. Barral, the director, will appear on the opening day under arrangements made by Nat Sanders, Hoffberg representative.

Charles A. Eyrich, 71

ATLANTA, March 22. — Charles A. Eyrich, veteran projectionist, who served at the world premiere here of "Cone with the Wind," is dead at 71. He is survived by his widow, two daughters and three sisters.

flower she is very fond of. She says, "I came to America like Christopher Columbus. I didn't know what I would find here. But like Columbus, it was my most successful trip."

Before she went to Hollywood she was a mistress of ceremonies aboard a cruise ship sailing to the Canary Islands. One of the acts she introduced was Brigitte Bardot, who at the time was a dancing girl.

Richard Marek in the March issue of "McCall's" says "A Dog of Flanders" is the best movie about a boy and a dog since "Lassie Come Home." The film made in The Netherlands is immeasurably enriched by the muted and exquisite photography of Holland. The windmills, houses, subdued browns, greens, and golds of the countryside look as though they have been painted by a great Dutch landscape artist. This 20th Fox film is in DeLuxe color.

Reporting in the March issue of "Good Housekeeping," it is Ruth Harbert's opinion that "Chance Meeting" is an entirely different type of picture. Its theme is the detecting of a crime, not the committing of it. The film has suspense, with a climax, in excellent whodunit fashion, which is both plausible and surprising.

WALTER HAAS

Fox Records to Record 'Andersonville Trial'

A dramatic reading of the Broadway play, "The Andersonville Trial," by Saul Levitt, with accompanying music and song, will be recorded by 20th-Fox Record Company for its new Master-Art Series, it was announced by Henry Onorati, president of the record firm. While dramatic readings have been recorded before, this is said to be the first time music and songs have been especially added to impart a "visual" image of the play.

The album will be produced by Henry Onorati, in association with Alan Adler. Formerly with M-C-M studios, Adler will be affiliated with the record company in the development of future similar projects.

Special 'Snow' Drive

An organizational and educational campaign has been developed by Universal-International for its release of "The Snow Queen," it was announced by Philip Cerard, Eastern advertising and publicity director of Universal Pictures. It includes local support of the film by the Federation of Motion Picture Councils, distribution of posters displaying the *Parents Magazine* award, distribution of a *Photoplay* studies guide and letters sent out to women's clubs, libraries, schools by the MPAA.

Titanus Gets 'Floyd'

An outright sale to Titanus Films for the Italian distribution rights of "Pretty Boy Floyd" was made by Le-Sac Productions, it was announced by Monroe Sachson, producer of the picture. While the sum involved was not disclosed, a spokesman for the Italian company stated that it is one of the highest prices ever paid by Titanus for an American picture.

'Planet' Big in Three

"The Angry Red Planet," an American International Pictures release, is doing top business in three cities, the company reported. At the RKO Pan in Minneapolis it took in \$8,500 for the first week; at the Paramount Theatre in Boston, \$12,500 for the first week; and at the Acres Drive-In at Phoenix, opening day was \$834.

Small to Film 'Pike'

Producer Edward Small announced that he will film a story of the Civil War, tentatively titled "Sergeant Pike," to be released by United Artists in 1961, the year of the war's centennial. This brings to six the number of films on the producer's schedule, all to go before the cameras in the next twelve months for UA release.

Hawks in Para. Deal

HOLLYWOOD, March 22.—Howard Hawks will produce and direct "Tanganyika," adventure drama to be filmed on location in East Africa, for Paramount release, it was announced today by Jack Karp, studio head.

Deny Review

(Continued from page 1)

dismissal of the action against National Screen and the motion picture distributors, rings a final curtain upon this and several other companion actions which have been pending in the United States Courts for almost two years.

Both the United States District Court as well as the United States Court of Appeals has determined that there never was any conspiracy between the motion picture producers and National Screen, and that National Screen had not engaged in any unfair trade practices.

O'Connor Named

(Continued from page 1)

tion Picture Division, to participate. Two years later O'Connor succeeded to the chairmanship.

Catholic Charities last year helped nearly 600,000 poor and needy persons in the fields of family service, child care, health and hospitals, youth activities, and youth counseling. O'Connor pointed out. The motion picture industry gave substantial financial support for these programs.

"Funds contributed by our trust to New York Catholic Charities' current appeal," O'Connor stated, "will be used to continue and expand the organization's multiple welfare services."

Senate Bills Would A

U. S. Investors Abroad

From THE DAILY Bureau

WASHINGTON, March 22. — A series of bills designed to help U.S. investors establish businesses in undeveloped nations has been introduced by Sen. Jacob Javits (R., N.Y.). Javits measures incorporate the deferral features found in Rep. J. Boggs' (D., LA.) H.R. 5, the foreign investment incentive tax act. House now is expected to act on Boggs measure on March 29.

Javits would supplement Boggs' proposal by permitting capital losses from foreign business corporations to be passed on to stockholders, who can use them as tax deductions against ordinary income. He would also expand the authority of the government development loan fund so that it can make equity investments abroad either in dollars or in local currencies to make business loans in foreign currencies to U.S. citizens residing abroad.

Lemmon Forms Firm

HOLLYWOOD, March 22. — Lemmon has formed an independent company, Jalem Productions, to produce motion picture, stage and television ventures. Initially, Lemmon has completed arrangements with producer Leonard Osterman for Jalem to produce the stage presentation "Face of a Hero," now being readied for a Broadway bow in the fall, Lemmon headlining.

Alexander MacKendrick will direct the production.



MOTION PICTURE DAILY



... 87, NO. 57

NEW YORK, U.S.A., THURSDAY, MARCH 24, 1960

TEN CENTS

es to Governor

enate Passes Bill Reducing .Y. Film Fees

ould Cut Print Charges;
oked by the Industry

Special to THE DAILY

ALBANY, N.Y., March 23. — The state today passed by a 54-0 vote an Assembly-approved Savarese bill, ending the education law to increase the fee on original films licensed by the State Education Department's motion picture division, from \$3 to \$4 per thousand feet, but decrease the charge on prints from one per thousand feet to \$6.50 for an additional "entire" copy.

The measure, strongly supported by industry organizations, including exhibitors, now goes to the Governor for action.

A somewhat similar bill was vetoed in 1957 by Gov. Averell Harriman. The year's version passed the Senate.

(Continue on page 2)

umber of Witnesses in Trial Brings Dispute

The number of witnesses being called by the government in its "blocking" case against six motion picture and TV companies yesterday provoked a mild dispute in New York Federal Court.

After a brief conference with Judge Archie O. Dawson, chief trial judge.

(Continued on page 5)

oveto Strike Testimony behalf of Screen Gems

The government moved yesterday to strike from the record two days of testimony offered by a professional economist in behalf of Screen Gems, Inc., along with Universal and Columbia Pictures, is on trial in New York Federal Court on charges of restraining competition in the sale of films to TV.

Judge William B. Herlands reserved judgment on the prosecution's move to strike.

(Continued on page 5)

LEVISION TODAY—page 5

See Democratic-Republican Coalition To Pass N.Y. State Minimum Wage Bill

Special to THE DAILY

ALBANY, March 23.—As the Assembly today postponed until Thursday voting on a rules committee bill advocated by Governor Nelson Rockefeller which would establish a state-wide minimum wage of \$1 an hour, effective Oct. 1, reports persisted that enough Democrats might join with Republicans to enact the legislation. The Democrats favor a \$1.25 minimum, but might settle for the dollar rate as the best obtainable under present circumstances.

SAG Call for Action Seen Expediting Talks

By SAMUEL D. BERNIS

HOLLYWOOD, March 23. — The Screen Actors Guild warning note yesterday that it would step away from the bargaining table and request the Federal Mediation Service to take over further negotiations with major film producers if the producers showed laxity in setting a time for further meetings may have been the spark needed to expedite an agreement.

(Continued on page 6)

'W.S.J.' Strike Report Sees No Early Crisis

A generally moderate picture of the Hollywood strike situation and its probable effects was presented to readers of the Wall Street Journal yesterday in a detailed news roundup headed "Struck Movie Studios Say Operations Suffer Little as Filming Continues Abroad."

The foreign production activity referred to in the heading is that previously approved by the Screen Actors Guild.

(Continued on page 6)

REVIEW:

Wake Me When It's Over

LeRoy—20th Century-Fox—CinemaScope

ONE HUNDRED forgotten American flyers with nothing but time and military tradition to kill on a remote Pacific island are the happy victims of Mervyn LeRoy's comic nightmare, "Wake Me When It's Over." In order to qualify for high honors in this test of soft minds and hard "angles" the players must be as slapdash as peacetime GIs can be. Most of them qualify easily.

Along with such solid performers of the satiric and grotesque as Ernie Kovacs, Jack Warden and Robert Strauss, LeRoy has offered the ball to three young people. He introduces tall, dark and excitable Dick Shawn, heir to the eccentric world he fosters upon his mates; blonde, brusque Margo Moore as a WAF officer ready for any duty save a gentlemanly

(Continued on page 5)

Vote Is 120-to-23

Classification Bill Is Passed By Assembly

Measure Still Must Face
Action in the Senate

Special to THE DAILY

ALBANY, March 23.—The Assembly approved tonight, by a vote of 120 to 23, the Younglove film classification bill. The action climaxed an hour of spirited debate. The measure had been laid aside the first time it was called in the early afternoon.

Having passed the lower house, the measure must now be taken under consideration by the Senate.

Participating in the exchanges today, generally serious, but occasionally humorous, were: Assemblymen Lawrence J. Murphy, Brooklyn Democrat; Daniel M. Kelly, Manhattan Democrat; Luigi R. Marano, Brooklyn Republican, and Guy J. Mangano, Brooklyn Democrat, for adoption; Assemblymen

(Continued on page 4)

Name Skouras Chairman Of Red Cross Division

Spyros P. Skouras, president of 20th Century-Fox, is serving as chairman of the Entertainment and Motion Pictures Division for the 1960 American Red Cross campaign in Greater New York, it has been announced by Willard J. Heggen, executive director.

(Continued on page 4)

3-D Medium Due for New Test by 20th-Fox

Public receptivity to 3-D (with glasses) is due for another test this summer when 20th Century-Fox sets up several pre-release engagements of "The Girl in the Red Bikini." The picture, an Edward L. Alperson production completed before the strike, is also in CinemaScope, marking the first time a film has been made in both processes.

General release policy on the film will be decided after the test dates, but it will also be made available in

(Continued on page 2)

20th-Fox 3-D

(Continued from page 1)

CinemaScope only for exhibitors not wishing to show it in 3-D.

"Bikini" was filmed in Mallorca, off the coast of Spain, in the Mediterranean Sea and in the area surrounding it. Co-stars include Joanne Dru, Mark Stevens, Robert Strauss and newcomer Asher Dam. Alperson says the film is the first to show undersea sequences in 3-D.

Since 1952, when it was first introduced on a large scale in the U.S., 3-D has occasionally been revived for special engagements. The last extensive use was a number of dates in 1958 for a re-issue of Warners' "House of Wax," which was one of the most successful films to be shown in 3-D when first released in 1953.

John Flinn to Phoenix

HOLLYWOOD, March 23. — John C. Flinn, Columbia studio director of advertising and publicity, and Bob Goodfried, studio publicity manager, will leave here by plane for Phoenix tomorrow to set up final details for the world premiere of "Because They're Young," Drexel Pictures film.

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, has arrived in New York to attend a meeting of the company's board of directors tomorrow.

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, has left New York for Europe.

JONIE TAPS, Columbia Pictures studio executive, will arrive in New York today from Hollywood.

CHARLES WINCHELL, president of Minnesota Amusement Co., has arrived in New York from Minneapolis.

CHARLES SCHWARTZ, attorney for 20th Century-Fox, and Mrs. SCHWARTZ will leave here tomorrow aboard the "Cristoforo Colombo" for Italy.

JAMES H. NICHOLSON and SAMUEL Z. ARKOFF, heads of American International Pictures, have returned to Hollywood from Rome.

MURRAY SILVERSTONE, president of 20th Century-Fox International, and Mrs. SILVERSTONE will leave here tomorrow aboard the "Cristoforo Colombo" for Naples.

MORTON SPRING, president of M-G-M International, has returned to New York from the Coast.

"HAP" BARNES, president of ABC Booking Service, Atlanta, has left there for Valdosta, Ga.

TED MANN, associate producer of the Michael Todd, Jr. "Scent of Mystery," has left New York for Europe.

GLORIA HATLING, booker's clerk for M-G-M in Minneapolis, will leave there tomorrow for the Coast.

R. L. BOSTICK, of the National Theatre Supply office in Memphis, has returned there from Atlanta.

TED VANETT, advertising-publicity director for William Goldman Theatres, Philadelphia, has returned to his duties there following surgery.

LEON BACK, general manager of Rome Theatres, Baltimore, has left there with Mrs. BACK for New Orleans.

LEE REMICK and her husband, television director WILLIAM COLLERAN, are on a two-week Caribbean cruise.

Murray-Wood to Make 'The Hoodlum Priest'

From THE DAILY Bureau

HOLLYWOOD, March 23. — Don Murray and Walter Wood today announced "The Hoodlum Priest," as their first feature under their newly formed Murray-Wood Productions banner.

Murray will star in the title role of the film, based on life of Father Dismas Clark, the St. Louis Jesuit priest, who devoted his life to the rehabilitation of convicts.

The production is slated to go before the cameras in May, from Joseph Landon's screenplay. All of the principal photography will be shot on location in St. Louis. No distribution arrangements have been made.

Mrs. Maurice Grad Dies

Selma Grad, wife of Maurice Grad, Columbia Pictures sales executive, died Wednesday. Funeral services will be held tomorrow at 12:30 P.M., in Riverside Chapel, Brooklyn.

Mrs. Grad is survived by her husband and three children: Judith, Samuel and Mrs. Charlotte Schiff.

Pass Fee Bil

(Continued from page 1)

unanimously, but went down to defeat in the Assembly.

The present act, co-sponsored by Assemblyman Anthony P. Savare Jr., Queens Republican and Sena John J. Marchi, Staten Island Republican, would not take effect until April 1, 1961.

A.I.P., Cinemagic Sign For Handling of Three

From THE DAILY Bureau

HOLLYWOOD, March 23.—American International Pictures has entered into a distribution agreement with Sid Pink's Cinemagic, Inc., distribution of three motion pictures to be produced by Pink. Properties involved are tentatively titled "Shadow of Satan," "Gateway to Gaza," and "Journey to the Seventh Planet."

Pink discloses that each of the features is to have an approximate budget of \$400,000 and will be shown in Europe in CinemaScope and color.

James H. Nicholson and Samuel Arkoff, heads of A.I.P. said they are hopeful to have all three features released before the end of the year.

A.I.P. is currently handling Pink's "The Angry Red Planet."

Belth Guest Speaker at Lodge Luncheon Today

Nathan C. Belth, national public relations director of the Anti-Defamation League, will be the guest speaker today at a luncheon in the Coral Room of the Hotel Astor when Cine Lodge B'nai B'rith will hold its annual elections for a new president, twelve vice-presidents, a treasurer and a secretary. The announcement was made yesterday by Martin Lev, chairman of the nominating committee. Co-chairmen are: Jack Levin, J. H. Hoffberg, Irving H. Greenfield, Saul E. Rogers and Robert K. Shapiro.

This year the lodge commemorates the 21st anniversary of its founding.

Independent Ohio Bd. Will Meet on April 7

Special to THE DAILY

COLUMBUS, O., March 23. — An important meeting of the board of directors of the Independent Theatre Owners of Ohio will be held today, April 7, at the Deshler-Hill here, it was announced by Ken P. Kett, executive secretary.

Events that transpire at the national Allied board meeting in Chicago, immediately preceding the C. meeting, will be discussed. Paid ITOO members are invited to attend the business session, which will start at 1:30 P.M.

WATCH THE BIG BOX OFFICE STORY!

Columbia's
MAN ON A STRING

WATCH the BIG B. O. Campaign Explode!

WATCH THE TRADES for the SENSATIONAL SATURATION STORY!



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When he's going to go on his trip is still anyone's guess, but chances are whenever the assault upon space is made, Eastman film will be there.

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For further information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
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East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**

Agents for the sale and distribution of Eastman Professional
Motion Picture Films. Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ALWAYS shoot in color—
. . . Eastman Color Film . . . You'll be glad you did!

N. Y. Assembly Passes Classification Bill

(Continued from page 1)

semblymen Bentley Kassal, Manhattan Democrat, Bertram L. Podell, Brooklyn Democrat, and J. Lewis Fox, Queens Democrat, for rejection.

Assemblyman Ivan Warner, Bronx Democrat, raised the point that the themes which the bill sets forth shall not be portrayed in any film classified by the State Education Department's motion picture division as "approved for patronage by children attending the elementary and secondary schools of the state," failed to include one that "no race or group should be depicted in a derogatory manner or held up to the ridicule of any of his fellows."

Proscriptions Spelled Out

The "approved" classification would not be given to any film which "portrays nudity or violence, brutality, sadism, juvenile delinquency, drug addiction or sexual contact or relationships to an extent believed by the division to be contrary to the proper mental, ethical and moral development of such children."

The motion picture division, if authorized by the Regents, could award to the producers, exhibitors or distributors of any film so classified a seal or other appropriate evidence of its approval.

Assemblyman Joseph R. Younglove, chairman of the Joint Committee on

offensive and obscene Matter (which prepared the bill), asked only one question, of Assemblyman Podell. The veteran lawmaker was prepared to make a brief statement on the measure's behalf, but decided to forego this, in view of the lateness of the hour and his certainty it would prevail by a preponderance of "ayes."

The companion Duffy act was "starred" on today's third reading, Senate calendar. This meant the bill would be considered only on the motion of the introducer. Senator Thomas A. Duffy, Long Island City Democrat, was waiting for Assembly action. He will move for a vote next week, perhaps Monday night.

Calls Precedent Dangerous

Stressing that he "opposed the principle of pre-censorship of motion pictures," Kassal declared, "the precedent we are establishing by this bill is a dangerous one." He argued that the motion picture division, by not licensing a film "as approved for children" would in effect be "waving a red flag in front of them" that they, as well as all kinds of people, would be attracted by the "for adults only" inference.

Kassal, quoting *Life* and Bosley Crowther of *The New York Times* as critical of censorship, said, innocuous as you think this bill is, because there is no penalty, I can see it being passed

and next year the suggestion being made, "let us put in a penalty."

Kassal also claimed the motion picture division reviewers, while having professional training, were not equipped to rate films for children. This was the work of child psychiatrists and psychologists, if anyone, he declared.

Marano said, "I am against censorship, but I am also for the protection of the rights of the people whom we represent. Censorship at times can be carried a little too far, but there are times when censorship is necessary. This bill would not be necessary, perhaps, if the motion picture producers would abide by their own code of ethics . . ."

"The motion picture producers show a film 'for adults' actually. We are not taking anything away from them. The Regents should have the same power of classification, so that parents can be apprised whether their children should see a particular picture."

Kelly declared, "I am completely opposed to censorship for adults, but this bill affects only school children. It is one of the most innocuous I have ever seen. It has, nevertheless, a great deal of merit and should be approved. The motion picture industry and the theatres don't want to give an inch. There is no question of censorship here. Crocodile tears are being shed for an industry which is trying to use censorship as a shield . . ."

After a detailed report of the joint legislative committee's efforts and achievements in the field of comic books and offensive magazines, Murphy observed the Younglove bill would simply provide parents with an authoritative guide on the pictures their children should see.

Taking up a point made by Kelly on the fact "it all stems from the home," Podell insisted, "this is where it belongs: in the home." He added: "This bill is completely and totally innocuous; it has about as much effect as if there were no bill."

Podell raised the matter of enforceability; jocularly suggested that youngsters be furnished with "pads" showing their age.

"I am against taking censorship out of the home and putting it into the hands of four or five reviewers," Podell continued. "Generally 90 per cent of the reviewers are bachelors," he stated.

After the vote had been recorded, an Assemblyman commented, The debate reminded one of Jimmy Walker's immortal words: "The record shows no woman was ever seduced by a book or a picture."

'Nurse' Strong in L.A.

"Carry On, Nurse" came close to breaking the box-office record at the 750-seat Crest Theatre in Los Angeles with a gross of \$8,300 for the first week and a \$7,300 gross for the second week, according to Dave Emanuel, president of Governor Film Company.

'Post' Praises Sinatra For Hiring of Maltz

Frank Sinatra's hiring of writer Albert Maltz, one of Hollywood "Unfriendly Ten" of 12 years ago to do the script on a new film was lauded by the *New York Post* in an editorial yesterday.

Under the heading "An Oscar Sinatra" the *Post* said: "Frank Sinatra has joined the select company of Hollywood valiants who have declared their independence from the Un-American Activities Committee and the American Legion. . . . In defying the secret blacklist that has terrorized the movie industry for more than a decade, Sinatra—like Stanley Kramer and Otto Preminger before him—has rendered a large service to the cause of artistic freedom."

Maltz has been signed to write the film adaptation of "The Executioner Private Slovik," which Sinatra will produce and direct.

Times Film Case

(Continued from page 1)

Owners of America general councils in commenting on the case for TC members.

"While the Supreme Court has held in previous decisions that motion pictures come within the protection of the Bill of Rights, it has not held that motion pictures are entitled to full protection," Levy asserts. "We should radio, television, newspaper etc. and not motion pictures have freedom from prior censorship?" asks.

"The irrefutable argument is that there are ample laws in this country to punish those who show indecent and obscene films. There is no justifiable basis for censoring them before such pictures are shown. To do so means in effect that a single person or a group of persons may determine on the basis of their own subjective tastes what everybody else may or may not see.

Highly Praised by Levy

"Times Film is to be applauded," Levy says, "for pursuing this case to the highest tribunal of the country. There are now only five states that have prior censorship laws. Further the number of cities that have prior censorship ordinances has been reduced by more than half. Most of that decrease has been the result of attacks by way of court decisions. Only the 'die-hards' linger on."

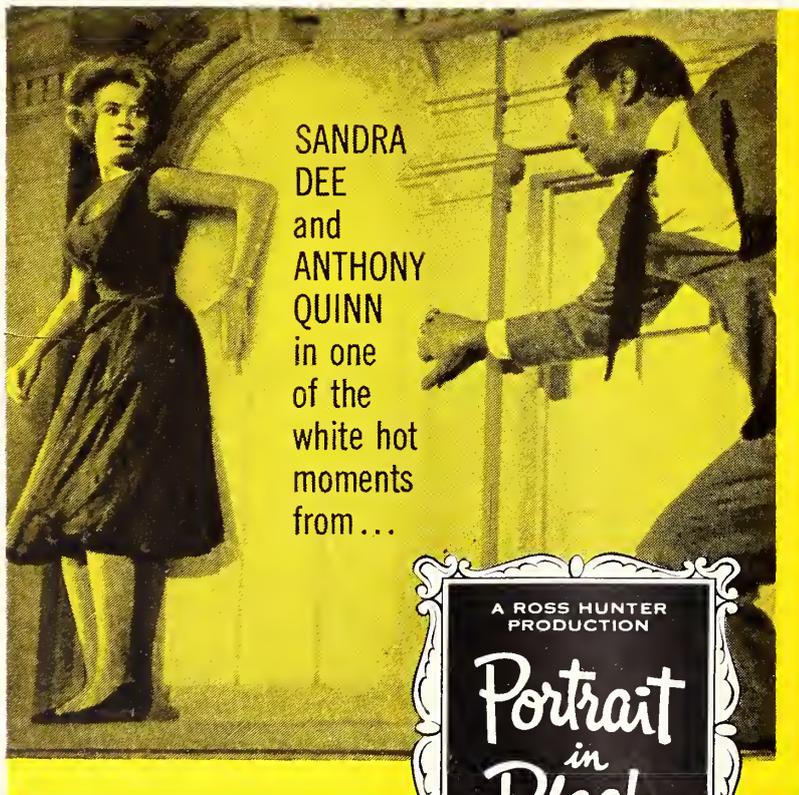
Skouras Named

(Continued from page 1)

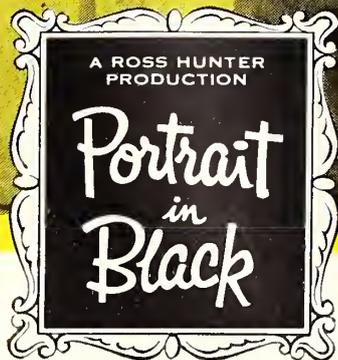
chairman of the advertising, publishing and entertainment section.

In accepting his appointment Skouras named John Shubert, of Shubert Theatres, as chairman of the Legitimate Theatres Division, and Bernard Lenrow, president of LOAFTRA, as chairman of the AFTD Division.

The American Red Cross is seeking \$5,500,000 in New York City to carry on its services for the year



SANDRA DEE and ANTHONY QUINN in one of the white hot moments from . . .



another **HOT** one
for summer
from **UNIVERSAL!**

Minimum Pay

(Continued from page 1)

if the measure were to be adopted. Although the 22-page bill specifically excludes eight types of work from the definition of "employee," it permits exemptions by the wage to be established, of several categories, two informed sources expressed the opinion that motion picture theatres would not be among those outside the measure's sweep as it is presently written.

Increased in March

As of March 1, the minimum hourly rate fixed by the Amusement and Recreation Minimum Wage Board increased to one dollar for cashiers, cleaners, porters and matrons (rather than children's matrons) in motion picture theatres. They had been receiving a minimum of 90 cents an hour. The pay of ticket-takers and men in film houses was also up to \$1 from 85 cents.

Ushers, children's matrons, ramp checkroom attendants, other unfilled service staff workers and engagers in motion picture theatres are paid a minimum of 75 cents an hour.

The minimum daily rate for ushers is at least four hours pay, if the employee is called to work by full-time employees. For houses open only from 11 A.M. to 11 P.M., the minimum is two hours. Uniforms, if required, shall be provided by employees.

Appeal by Compo

Compo, in a six-page statement issued Feb. 24 with the Senate and House labor and industries committees, requested "exemption of motion picture theatres of the state from all proposed amendments to the labor law prescribing minimum and maximum hour standards which have been, or will be, introduced."

The minimum of one dollar an hour for ushers would prove a heavy burden on small theatre chains, an informant stated.

'Specific' in London

Losses \$2,000,000

"South Pacific" in Todd-AO has grossed close to \$2,000,000 in 100 weeks at the Dominion Theatre in London, England, it is announced by the Na Theatre Corp. here. The gross is in excess of what many films do in the entire United Kingdom, it was reported.

The 100th-week anniversary celebration in London was attended by Richard Rodgers and Oscar Hammerstein II. The picture is still playing to capacity crowds with the end of the run not yet in sight.

"South Pacific" is also enjoying record-breaking engagements in other cities throughout the United Kingdom. It is now in its 99th week at the Dominion Theatre in Manchester and in its 78th week at the West End Theatre, Birmingham, the Queens Theatre in Newcastle and the Gaiety Theatre in Glasgow.

Wake Me When It's Over

CONTINUED FROM PAGE 1

seduction, and Nobu McCarthy who, despite her surname is of Japanese extraction. Miss McCarthy, a former "Miss Toyko," is a lovely-looking girl.

Richard Breen's snappy screenplay does not defect from the premise that without a weapon in his hand the American serviceman can be as dangerous as he is in the line of fire. Just have him start on a six-pack and park him next to a pin-up picture and he will advance toward trouble. Yet most of Kovacs' men are too drunk, too lazy or too sun-struck to occupy any territory but the sack or the beer cooler. And although he is only a misfit on the ground Kovacs is a calamity in the air; each day his low-altitude tricks shake the island through to its pilings. This is the mad world Shawn enters after he is mistakenly recalled to active duty, leaving behind his wife, their two children and a profitable pub in Manhattan.

But Shawn is hopeful. He proposes to Kovacs that they build a luxury hotel on the island of Shima and employ the pretty native girls—Miss McCarthy among them—to brighten the venture. Kovacs is sold, and Warden does his bit by requesting the services of Miss Moore. When Kovacs sees her, the first American girl to arrive on the island since the Flood, he flips his cigar over her. But she is all business.

A beautiful hotel is built with surplus equipment which looks more like it came from Conrad Hilton than from torn parachutes, old oil cans and discarded beams. Each flyer on the island is made a partner in the corporation and Shawn gets power of attorney. Kovacs and Warden go to Tokyo to publicize the hotel through a magazine writer. The hotel is a gold mine until the writer arrives there and gets the brush from a girl and falls into the swimming pool. He dictates a story home: "Shima: Sin Center of the Orient."

THE INSPECTOR GENERAL arrives and so does a blustery Congressman. Shawn is dumped into the stockade to await court martial. His trial drags on and on, "Doc" Warden defending him. Kovacs, who has been transferred off the island, flies back again, parachutes down a flagpole and goes to bat for Shawn. Although he is judged guilty on one count Shawn gets off on a technicality—the technicality being that according to certain Air Force records he's been considered officially dead since World War II.

He is freed and starts back to the States. Kovacs and Miss Moore—she is considerably warmer to him by this time—plan to get married, and the 54 native girls employed at the hotel retain their chaste reputations. Supporting performances are strong: Don Knotts, a regular on the Steve Allen TV show, as a droopy sergeant; Marvin Kaplan as a crass company clerk, and Tommy Nishimura, a Brooklyn-born Japanese-American GI with an excellent command of Yiddish. But Kovacs certainly can do more than he's asked to do in this film and the general tenor of the picture suggests that more could have been better if other individual performances had not been suppressed.

Running time, 126 minutes. General classification. Release, in April.

SAUL OSTROVE

UA Acquires 'Pompeii'

United Artists has acquired foreign distribution rights for "The Last Days of Pompeii" for Britain, Australia, New Zealand, South Africa, India, Pakistan, Japan, Norway, Denmark, Sweden and Iceland, it was announced by Arnold M. Picker, UA vice president in charge of foreign distribution. UA already owns the domestic rights for the film for the United States and Canada. The wide-screen Technicolor spectacle stars Steve Reeves and was directed by Mario Bonnard as a feature production of Cineproduzione-Procusa-Transocean.

'Unforgiven' Here Apr. 6

Hecht-Hill-Lancaster's "The Unforgiven," a United Artists release, will open at Loew's Capitol Theatre here on April 6.

Boston 'Can-Can' Opens To \$50,500 Advance Sale

Special to THE DAILY

BOSTON, March 23. — "Can-Can" in Todd-AO debuted last night in a gala premiere at the Gary Theatre to a \$50,500 advance sale, reported to be a record figure for any motion picture ever to play the city. The benefit event for the Hellenic University Foundation, raised over \$100,000 for the fund, and was presented by Chairman, Judge John Pappas and his brother, prominent philanthropist, Thomas A. Pappas.

The klieg-lit affair, at which the official city band welcomed State of Massachusetts Governor, Foster Furcolo and his top aides, jammed the entire downtown Boston area forcing police to rope off the surrounding four blocks.

Who's Where

Appointment of Bernard Irwin Paulson as NBC director, design, art and scenic production, effective April 4, was announced by Robert L. Stone, vice-president, facilities operations, National Broadcasting Company.

□

Burton H. Hanft has resigned as vice-president and treasurer of Screen Gems to join the National Broadcasting Company as vice-president, talent and program contract administration.

□

Ted Yates has been named director of news and public affairs for Metropolitan Broadcasting Corporation's television stations, it was announced by Bennet H. Korn, executive vice-president in charge of television activities.

TV Trial Witnesses

(Continued from page 1)

attorney Leonard Posner agreed to limit his prosecution witnesses. The defense, however, immediately went on record by stating it does not want the government to elaim later its case was impeded because it was not permitted to call as many witnesses as it pleased.

Houston Official Heard

In other events yesterday, Jack Harris of KPRC, Houston, said he bought a package of old theatre films from National Telefilm Associates because he wanted to beat opposing stations to the features. The government alleges NTA, along with C & C Super Corp., Screen Gems, Associated Artists Productions, United Artists and Loew's, Inc. (MGM), "block-booked" their pictures for television sale in violation of existing anti-trust laws.

Screen Gems Action

(Continued from page 1)

strike the testimony of John J. Corson. He had testified that motion pictures are only one of a number of important factors in television programming. At issue is the acquisition by Screen Gems of more than 600 pre-1948 Universal pictures for TV distribution. Columbia is the parent company of Screen Gems.

ASCAP Annual Meeting Set Here on Tuesday

The general annual meeting and dinner of ASCAP will be held on Tuesday in the Grand Ballroom of the Waldorf Astoria Hotel, it was announced by Stanley Adams, president.

The dinner for the membership, held in the evening, will feature such performers as ASCAP writer George Jessel, who will emcee the show, harmonica virtuoso Larry Adler, Miss Beverly Sills and Chester Ludgin, who will do excerpts from the "Ballad of Baby Doe," Dominique, the magician, and singer Johnny Nash.

PEOPLE

Leroy Anderson, Lou Alter and Virgil Thomson — all writers — have been elected to the new Board of Review of the American Society of Composer, Authors and Publishers. Publisher members elected to the board are Richard Ahlert, Arthur Israel and Charles Folcy. Thomson is the only holdover from the old Board of Appeals.

James and Jack McMillion, operators of the Variety Theatre, Akron, Colo., have acquired the closed Ritz Theatre, Las Animas, Colo., and will reopen it on April 15.

Ann Dillon, Jane Davis and Mary Newport have been named by Women of the Motion Picture Industry, Jacksonville chapter, to be hostesses for the organization's screening of "Please Don't Eat the Daisies," to be held at the Studio Theatre on March 29.

Leonard Louik has announced the reopening of the East Sprague Drive-in Theatre, Spokane, Wash., a unit of the Favorite Theatres circuit.

Constance Wuebbenhorst, president of the Denver chapter, Women of the Motion Picture Industry, has accepted on behalf of the organization, a Cita-

'New Sound' Cartoons Introduced by AAP

Associated Artists Productions announced here yesterday it has introduced complete synchronization sound striped 8mm color and black-and-white cartoons for home motion picture entertainment.

Fred Hyman, general manager of AAP's 8mm home entertainment movies division, who is presenting the sound innovation this week at the annual Master Photo Dealers and Finishers show in St. Louis, also is providing sample sound films to companies exhibiting 8mm sound projectors at the show. The AAP booth there is showing new films in the 8mm catalogue which is being expanded at the rate of three a month.

tion of Merit bestowed by the Muscular Dystrophy Association.

M. C. Moore, former Jacksonville exhibitor who operated the Riverside Theatre there, has been appointed the city's boxing commissioner.

Jim Levendusky, for the past 10 years booker for M-G-M in Cincinnati, is leaving to join the sales force of American International Arts, for the Cincinnati and Indianapolis areas.

Ted Markoff, partner with his brother Joe, in Markoff Brothers Theatres, Colchester, Conn., has been named to the Republican town committee of that community.

REVIEW:

Thirteen Fighting Men

API—20th-Fox—CinemaScope

HOLLYWOOD, March 23

Jack Leewood has produced an intriguing, suspenseful, and better-than-average program feature, with a variety of interesting character portrayals drawn from a Civil War story which plays up greed as a motivating force in human behavior. It serves also as a good showcase for Harry Gerstad's debut into major film production as a director, after a notable career as a film editor for Stanley Kramer.

Featured prominently in the Robert Hamner-Jack Thomas screenplay are Grant Williams, captain of a 13-man Union cavalry patrol, protecting a box of \$50,000 in gold coin which has to be returned to Washington by treasury agent Richard Crane; Brad Dexter, as an unscrupulous Confederate major who turns renegade when he learns of the gold and the end of the war from a Southern turncoat; and Carole Mathews, the only female in the cast, who construes her husband's pacifism as cowardice, and tries her hand at some cunning maneuvers to share the gold with the Confederate major when the Union patrol uses her house as a fort against Dexter's men.

Most of the action is instigated by determination of the men on both sides who show personal anxiety to get their hands on some of the gold. The situation is resolved when Rex Holman, outstanding as a half-starved Union escapee from a Confederate prison camp, uses his knife-wielding ability to cut down a few of rebels as well as Dexter, whose campaign for the gold is over when Robert Dix, a conscience stricken Confederate makes his move to assist Holman in stopping Dexter.

Running time, 71 minutes. General classification. Release, in April.

SAMUEL D. BERNIS

Lion Int'l. Joins IFIDA

Lion International Films has become a member of Independent Film Importers & Distributors of America and will be represented on the latter's board by Michael D. Bromhead. Lion International will release the British production, "I'm All Right, Jack," in this market soon.

150 'Unforgiven' Dates

Hecht-Hill-Lancaster's "The Unforgiven," will open in more than 150 theatres across the country for the Easter holiday period, it was announced by William J. Heineman, United Artists vice-president.

New Date for 'Hearts'

"Conspiracy of Hearts," Paramount release, will open at the Victoria and Trans-Lux Normandie theatres here on April 7 instead of April 8, as previously announced.

'The Great Caruso' Next Fox Exhibition in Russia

From THE DAILY Bureau

WASHINGTON, March 23. — The next U.S. picture to be released in Moscow, according to U.S.I.A. international film chief Turner Shelton "The Great Caruso." It is scheduled for mid-April exhibition.

Earlier, "All About Eve" had been slated as the next attraction, but technical problems forced a change. Last on, "The Old Man and the Sea" will be exhibited in Russia.

SAG - AMPPI

(Continued from page 1)

ment between both factions. Cha Boren, executive vice-president of Association of Motion Picture Producers, responded with an immediate offer to meet with the guild negotiators tomorrow at 2 P.M.

In a conversation with B. Kahane, one of AMPPI's negotiators, the Columbia Pictures vice-president indicated that tomorrow's meeting would probably stretch into a two-day session.

'Package' Deals Possibility

One independent producer, lurking at the Hollywood Brown Derby today, viewed the possibility that no expression of agreement is reached at the coming meetings, this would provide impetus for some of the producers to change their operation to attract independents with packages limiting their interest to purely studio rental-distribution, as well as some form of finance. Overheads would be sharply reduced, and producers could claim ownership of the films upon fulfillment of the distribution agreement.

'W.S.J.' Report

(Continued from page 1)

Guild in deference to some member contractual provisions.

The report points out that the more than 100 completed pictures on hand will carry most companies into April but that if the strike continues into next month effects will begin to be felt almost at once.

A "veteran movie official" quoted as saying that "Production about 15 to 20 films will be set back if the strike isn't settled soon. It means that these pictures, which would have been released this year, will be set back until 1961." The story notes that at average costs, 20 delayed productions would represent deferred expenditures of \$32 millions.

Sees Revenues Spread

It adds that "almost certainly" release schedules will be cut back sharply if no settlement has been reached next month. "By spacing films over a longer period, the struck studios would be spreading their revenues so money would be coming in although production would be suspended."

EXCITEMANSHIP!!!

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COLUMBIA'S
EXCITE-SELL
EXPLOITATION,
STUNT, AND
BALLY
CAMPAIGN!

"THE
STRANGLERS
OF BOMBAY"
IN STRANGLOSCOPE

Play 'BOMBAY'.....FROM COLUMBIA!!!



MOTION PICTURE DAILY



L. 87, NO. 58

NEW YORK, U.S.A., FRIDAY, MARCH 25, 1960

TEN CENTS

Continue Today

MPP-SAG

Harley Is Still inconclusive

Hope Voiced for Accord
in Interim Production

By SAMUEL D. BERNIS
HOLLYWOOD, March 24. — No comment or report of today's meeting issued by either faction as representatives of the Screen Actors Guild and the Association of Motion Picture Producers resumed the negotiations by which they hope to agree on a contract which would end the current strike of the actors against the major producers. The negotiations will continue tomorrow. Observers here have voiced the hope that tomorrow's session will conclude. (Continued on page 6)

Col. Spring Product Is outlined at AB-PT Meet

Special to THE DAILY
KIAMESHA, LAKE, March 24.—Columbia's "Big C" program of spring releases was outlined to the annual meeting of American Broadcasting-Paramount Theatres Northern affiliates here today by Henry Spiegel, advertising and publicity director of the New York Paramount Theatre. Spiegel presented Columbia's merchandising plans for eight pictures to be released within the next three. (Continued on page 6)

Day-Bill Vote Monday;

IMPTA Voices Plea

Special to THE DAILY
ALBANY, N.Y., March 24. — The assembly today deferred until Monday night action on a rules committee bill—advocated by Governor Rockefeller—which would amend the labor law to establish a state-wide minimum wage of \$1 per hour, effective Oct. 1. It was the second consecutive day that a vote had been postponed. Legislators reported receipt of a. (Continued on page 6)

TELEVISION TODAY—page 7

Pittsburgh, Detroit Win in Contest For Best Variety Clubs Week Campaign

Pittsburgh's Variety Tent No. 1 emerged as No. 1 in Variety Clubs International's contest for the best campaign put on by a tent in observance of Variety Clubs Week. Pittsburgh's campaign was submitted by the tent's press guy, Peter Thornton, and its Variety Week chairman, I. Elmer Ecker.

Study of Records in

Pa. Censor Case Starts

Special to THE DAILY
HARRISBURG, Pa., March 24. — Judge Walter R. Sohn yesterday had in his hands for study transcripts of testimony presented in court arguments March 9 attacking the constitutionality of Pennsylvania's motion picture censorship law of 1959.

Challenging the law creating a three-member motion picture control board is 20th Century-Fox Film Corp., (Continued on page 2)

Blanke Will Produce

'Physician' for Para.

Paramount Pictures announced yesterday it has purchased the motion picture rights to "Dear and Glorious Physician," Taylor Caldwell's novel of the life and times of Saint Luke, author of the third book of the New Testament. Paramount said it is planning a spectacular Technicolor production for the property.

Henry Blanke, producer of "The Nun's Story," has been assigned to film the Caldwell novel. This will be his first picture for Paramount under a recently concluded multiple film agreement.

See Insufficient Votes to Defeat Film Classification Bill in N.Y. Senate

Special to THE DAILY
ALBANY, N.Y., March 24.—There will not be enough Senate votes to defeat the film classification bill passed Wednesday by the Assembly, a highly-placed source said here today. "All censorship measures coming to the floor in recent years have been adopted," he observed.

Meanwhile the motion picture industry continued its efforts to corral sufficient votes for rejection of the measure by the Senate. Some "nays" were picked up in the 24 hours preceding action by the lower house.

Checking today revealed that the Assembly vote was 24 to 25. Those recorded in the affirmative included Assemblyman Harold I. Tyler, former Chittenango exhibitor and a Republican; in the negative, minority leader

First prize is a free trip to Variety International's annual convention, to be held in Toronto starting June 1.

A panel of judges from trade publication. (Continued on page 6)

Dickstein Named Head Of Cinema Lodge Here

Abe Dickstein, New York branch manager for 20th Century-Fox, yesterday was elected president of Cinema Lodge B'nai B'rith at a Lodge luncheon held at the Astor Hotel here. Dickstein succeeds Alfred W. Schwalberg.

The 12 newly-elected vice-presidents. (Continued on page 6)

'Flanders' Has Selective Appeal: Walter Reade

By SAUL OSTROVE
In line with his desire to promote pictures with "selective appeal," Walter Reade, Jr., president of the circuit bearing his name, has arranged with 20th Century-Fox to show that company's "A Dog Of Flanders" at all of his theatres, including the DeMille and Baronet Theatres here, for Easter. He was so impressed by the picture. (Continued on page 3)

First in Year

ACE Meetings Set for April 25-26 in N. Y.

Six Project Committees,
Executive Group Convened

A two-day series of meetings of the American Congress of Exhibitors and all of its working committees has been called for April 25 and 26 at the Park Sheraton Hotel here by S. H. Fabian, chairman of ACE.

The meeting, first full-scale gathering of ACE working groups in more than a year, will review all of the organization's activities and shape plans and recommendations for furthering them, or for substituting new ones for those which are regarded as being of secondary import in exhibition's current affairs.

The plans for the meeting call for an all-day session of the ACE executive. (Continued on page 2)

Edward Durwood Dies; Kansas City Pioneer

Special to THE DAILY
KANSAS CITY, Mo., March 24. — Edward D. Durwood, 74, long a familiar name in motion picture circles in Kansas City and surrounding areas, died Wednesday night in a hospital here. He had suffered from cancer 10 years.

Associated with two brothers in the operation of tent shows that toured. (Continued on page 3)

Say Public Is Getting Films It Ordered

Special to THE DAILY
DALLAS, March 24. — Hollywood will produce the type of films the public will support and many of the so-called "family-type" films are financial failures currently.

This was the message given to the Tyler, Tex., board of review for juvenile readers at a public meeting at city hall by Robert Fry of Fry Theatres, and Paul Hudgings of Interstate Theatres.

Fry denied that Hollywood produces. (Continued on page 3)

PERSONAL MENTION

ABE SCHNEIDER, president of Columbia Pictures, will return to New York today from Hollywood.

JACK L. WARNER, president of Warner Brothers, will return to the Coast by plane at noon today from New York.

MAX E. YOUNGSTEIN, vice-president of United Artists, will arrive in New York on Tuesday from the Coast.

JAMES V. FREW, Southern division manager for Continental Distributing, Inc., Atlanta, has left there for Miami.

JOSEPH I. BREEN, former director of the Motion Picture Code Administration, is scheduled to leave Methodist Hospital, Houston, Tex., tomorrow, following a checkup. He will return to his home in Phoenix, Ariz.

BURT BALABAN, producer of 20th Century-Fox's "Murder, Inc.," left here yesterday for Hollywood, with a print of the production.

JAMES E. CLAY, Georgia exhibitor, is hospitalized in Atlanta.

LAURENCE HARVEY returned to Hollywood yesterday from New York.

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there for Knoxville, Tenn.

Lee Castleberry Dead

NASHVILLE, March 24. — Lee L. Castleberry, 64, manager of the Fifth Avenue Theatre here since 1931, died in Veterans Hospital following a long illness. He is survived by his widow and a brother.

Hall Date for 'Daisies'

M-G-M's "Please Don't Eat the Daisies," starring Doris Day and David Niven, will open as the Easter attraction at Radio City Music Hall on Thursday, March 31.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center • Ci 6-4600

"HOME FROM THE HILL"

Starring

ROBERT MITCHUM • ELEANOR PARKER

A SOL C. SIEGEL PRODUCTION

FROM M-G-M IN CINEMASCOPE AND METROCOLOR

and ON THE GREAT STAGE "MUSIC BOX PARADE"

Pa. Censors 'Oscar' Contest Tie-In With Indiana Paper

(Continued from page 1)

representing major film companies; William Goldman Theatres and the Pennsylvania Association of Amusement Industries, both of Philadelphia.

In addition to making the initial decision on whether the act is constitutional, Judge Sohn must also rule on two attempts by the industry to cripple the board. 20th-Fox seeks to cut off all state funds while the case is being argued; exhibitors seek an outright injunction to keep the agency from acting.

Judge Sohn, who said from the outset he wasn't going to be hurried in the decision, said it will be at least two months before he makes a ruling, indicating even this span of time was tentative.

Examining Court Records

Noting there are "hundreds of cases" on the subject, the jurist said he has already begun to delve into court records on similar proceedings. He added there are some "15 to 20" questions to be answered in the case including whether the constitutional guarantee of due process for the industry has been served.

Next step in the proceedings, now that transcripts are in, is to submit them to attorneys for opposing sides who will seek "findings of fact and conclusions" covering existing laws and judicial precedents, and only when these are submitted can Judge Sohn act to arrive at a decision.

'Sapphire' Chosen 'Best'

"Sapphire," a Universal-International release, has been chosen as the "best import" of the year by the All-American Press, a group of multi-lingual newspapers covering four states on the Eastern seaboard, it was announced by Lee Posner, director of the group. The award to "Sapphire" will be made at ceremonies to be held by the All-American Press at Alfredo's of New York Wednesday, at which time accolades for various other film categories will be tendered.

Berlinger on Tour

Warren Berlinger, top-featured actor in Drexel's "Because They're Young," a Columbia Pictures release, will begin a five-city tour in behalf of the film this weekend. Leaving from Hollywood with him will be his recent bride, Betty Lou Keim. They will visit San Francisco, Portland, Seattle and Salt Lake City in March and on April 2, he will go to Phoenix for the world premiere of the film.

Brice's Father Dies

VIDALIA, Ga., March 24. — The father of Pete Brice, owner of the Pal Amusement Co., died at his home here.

ACE Meeting

(Continued from page 1)

ACE's six working committees will go into individual sessions in the morning, followed by joint meeting in the afternoon, which reports of each committee will be made to the main group.

Should another meeting of the executive committee be required as result of the work of the other committees, it will be held on Wednesday, April 27.

The six ACE working committees' designations indicate the subjects each will have under discussion and to be reported upon—are:

The industry-government relations committee of 18 members, of which Sol A. Schwartz and Emanuel Fris are co-chairmen; the industry research committee of 20 members, chaired by Harry Brandt and Max A. Cohen; the post-1948 films on television committee, 11 members, chaired by William Forman and Harry Arthur, Jr.; the producer-distributor-exhibitor relations committee of 11 members, chaired by Al Myrick, or alternates Horace Adams, Irving Dollinger or Ben Marcus.

Will Report on Etobicoke

Also, the toll television committee of which Al Pickus and George Keates are co-chairmen, and which is expected to prepare a report on Telemeter operation in Etobicoke, Ont., and, lastly, the committee ways and means to increase motion picture production, of which Fabian and Sidney Markley are co-chairmen. The latter committee consists of 10 members. Some ACE officials are members of more than one committee.

Since industry research is one of the activities that has been assigned to Compo, a report thereon is scheduled to be made to the main ACE meeting on Tuesday afternoon by Charles McCarthy, Compo executive director.

'Wind' Set to Bow at Berlin Film Festival

Stanley Kramer's "Inherit the Wind" will be the American invitational entry at the tenth annual Berlin Film Festival which begins June 24. The Festival showing of "Inherit the Wind," scheduled for June 28, will mark the world premiere for United Artists release.

The invitation was extended to Kramer by Dr. Alfred Bauer, festival director. Details for the participation of "Inherit the Wind" were outlined by the producer-director by Burt Rockfeld, the Festival Representative in Hollywood.

Kramer plans to travel to Germany to attend the event and invitations have also been sent to the stars of "Inherit the Wind," Spencer Tracy, Fredric March and Gene Kelly.

Eleven Indiana theatres, located in Hammond and seven surrounding towns, have joined with the *Hammond Times* in promoting an Academy Award "Guess the Winners" contest, Charles E. McCarthy, executive secretary of COMPO, was advised yesterday by Cornelius Szakatis, manager of the Parthenon Theatre, one of the participants.

The campaign got off to a flying start on March 20 with the publication of a double truck advertisement in the Sunday magazine section of the *Times*, announcing the rules of the contest, the six categories to be voted upon and showing the pictures of the nominees for the best actress, best actor and the best motion picture.

Passes as Prizes

Theatre passes, valued at more than \$17,000 and good in all participating theatres, are being awarded as prizes. If the entrant guesses all six winners he will be given a 30-day pass. Contestants picking five winners will receive a 15-day pass and those guessing four winners will receive a seven-day pass. Last year a similar contest attracted 6,138 entries and 588 passes were awarded, 165 of them to contestants who picked all six winners.

Ballots will be printed daily in the *Hammond Times* to April 3, and may be deposited in the lobby of any participating theatre before midnight, April 3.

Report 'Can-Can' Ahead Of 'Pacific' Grosses

Grosses of "Can-Can" are running way ahead of "South Pacific" in every engagement, according to George Skouras, president of Magna Theatres Corp. "Can-Can" opened to a \$132,200 advance at the Rivoli Theatre in New York, \$50,500 at the Cary Theatre in Boston, \$23,000 at the Sheridan Theatre in Miami, \$40,000 at the Carthy Circle Theatre in Los Angeles, and \$18,000 at the Tivoli Theatre in Toronto.

Equipment Firm Folds

NEW ORLEANS, March 24. — Southeastern Theatre Equipment Company of Louisiana, Inc., will close its doors permanently on March 26. It is a branch of Southeastern Theatre Equipment Company of Atlanta, which the late J. B. Dumestre purchased in January, 1950, from John Elzey. It was then known as Delta Theatre Supply.

'Bongo' Opens April 5

"Expresso Bongo," a Continental Distributing release, will have its American premiere on Tuesday, April 5, at the Sutton Theatre here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fee, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-31. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 10¢.

Parachute 'Babette' Print into Cleveland

Special to THE DAILY

CLEVELAND, March 24. — The delivery of a motion picture print for the opening of a film made the front pages for the first time in Film Row memories here today. The print was Columbia's "Babette Goes to War," which Brigitte Bardot is parachuted behind the German lines to the Free French Forces. It was destined for the Hippodrome Theatre—and arrived by parachute.

An ex-paratrooper, hired for the occasion by Columbia, plummeted out of a plane at 10,000 feet with the 60-pound print strapped to his chest. He landed right on the target, Cleveland Airport, with a bevy of reporters and photographers on hand to greet him.

Program Is Set for Arkansas ITO Meet

Special to THE DAILY

LITTLE ROCK, Ark. (UTPS) March 24.—The 41st annual convention of the Independent Theatre Owners of Arkansas will open at the Marion Hotel here Monday. Presiding will be Mrs. Nona White, president, the first woman ever elected to head the State organization.

A screening at 9:30 A.M. in the Capitol Theatre will precede a luncheon at Marion Hotel, officially opening the convention. The local Chamber of Commerce convention chairman, K. Dietz, will give the welcoming address. Ray Parker, president of the Missouri-Illinois Theatre circuit will speak on "This is Show Business," and M. S. McCord, owner of United theatres and the legislative committee chairman of ITOA will discuss state regulations.

Following the dinner Tuesday evening, a floor show "Fabulous Fifties" by the nationally-known Dorothy Melson Dancers will depict the United States, Alaska and Hawaii.

Equipment on Second Day

The convention's second day will open with an awards breakfast and business meeting where the best in products, equipment and advertising will receive recognition through prizes and cash awards.

The main speaker at the noon luncheon will be Douglas Lightner, vice-president of Commonwealth Theatres of Kansas City. His subject will be "Publicity and Promotion."

Other convention speakers, George Osceola and Phil Harling of Theatre Owners of America will conduct question and answer sessions on what TOA means to the industry.

A banquet and dance with a seven-piece orchestra will close the two-day affair.

Wendell Welch, 49

DALLAS, Ga., March 24.—Wendell Welch, owner of the Dallas Theatre, died at his home here. He was 49.

Universal Has 30 Films in Stages of Production; Pledges Continued Flow

Universal Pictures has 30 new films in various stages of preparation and production, according to Milton Rackmil, president. While all of these will not necessarily go into production during calendar year 1960 they are evidence of the company's determination to provide a steady flow of product, he said.

Presently Universal also has three pictures ready for release: "The Snow Queen," which is set for Easter; "Portrait in Black," for early summer; and "Spartacus," for September.

Of the 30 new films 15 are definitely set to go into production in the next six months.

Now shooting on the Universal lot is "Midnight Lace," and it will be followed by "Day of the Gun." At the same time in London "The Grass Is Greener" will begin. To start in a few weeks are "Romanoff and Juliet" and "The Great Imposter."

Films in preparation include "The Ugly American," "The Freud Story," "The Man Who Would Be King," "Back Street," "Come September,"

"The Spiral Road," "The Executioners," "Tammy Tell Me True," "The Secret Ways," "The S.O.B.'s," and "The Wine of Youth."

Newly announced titles include "A Gathering of Eagles," "Elephant Hill," "In the Wrong Rain," "The Sixth Man," "Peter and Catherine," "Kitten with a Whip," "And the Band Played On," "Montezuma," and "Daffy."

Now in production are "College Confidential" and "Dinosaur." To start in May is "Seven Ways to Sunday."

Universal also has five other pictures to be released between now and July. They include "Othello," "The Cossacks," "Head of a Tyrant," "Brides of Dracula," and "The Leech Woman."

Fox 'Flanders'

(Continued from page 1)

ture when he saw it here last November he decided immediately to negotiate with Fox, Reade told the trade press yesterday at the Fox home offices here.

"We can capitalize on a great, untapped family audience for this picture," he said. "With the right kind of merchandising this could be a film with an unlimited gross."

Reade praised Fox's "mastery" of television exploitation, citing the company's recent successes, "Journey to the Center of the Earth" and "Sink the Bismarck!" Both of these films received heavy TV exploitation and Reade thought just as thorough a job could be done with "A Dog of Flanders." Furthermore, he intends to do a selling job of his own on the picture.

The executive, who is also board chairman of Continental Distributing, Inc., said "A Dog of Flanders" could outdistance the gross recorded by "Room at the Top," which was distributed by Continental and to date has drawn \$2,000,000.

Sees 'New Strength'

"The industry's new strength lies in its recognition of the fact that separate audiences exist and that these audiences must be sold individually. So the panacea for the industry is not family films alone but films of interest to specific groups," Reade stated.

"It's a mistake to make and then try to sell a picture to everyone. The middle-ground no longer has a place in the industry. With a potential weekly audience of 60,000,000 in the country, it's up to the film-makers to produce more expressive pictures."

Reade said he is opposed to film classification. Instead, he thinks it's up to the heads of a family to dictate choice of films.

Milwaukee Council Will Be Federation Host

Special to THE DAILY

MILWAUKEE, March 24. — The Better Films Council of Milwaukee County will be host to this year's conference of the Federation of Motion Picture Councils, Inc., May 4 and 5 at the Hotel Pfister here. Topics to be discussed include the Production Code, Council programming, the "exhibitor and his customers," film advertising, trends in film content, and the changing audience, among others.

Screenings Scheduled

Other events on the agenda are election of Federation officers, three screenings, Federation awards to the best films of 1959, a tour of the Pabst Brewery.

Durwood Dies

(Continued from page 1)

the mid-west in the early part of this century, Durwood started in the motion picture business in 1920 with the purchase of the Regent Theatre in Kansas City.

He was at the time of death president of Durwood Theatres, Inc., which operates eleven theatres in Kansas City, Leavenworth, Kan., St. Joseph, Mo., and Jefferson City, Mo. In 1932, the company reached a peak theatre ownership of 40 theatres.

Say Public Is Getting

(Continued from page 1)

duces its films with two types of endings, one for cities without review boards, the other for cities which have them. "We are in a retail business to make money," he said. "We have to sell what the people buy."

Both theatre executives said they would post ratings of current films as published by the Dallas board of review, the National Legion of Decency and other organizations.

PEOPLE

William A. McClure, assistant branch manager for Universal Pictures in Charlotte, has been promoted to the post of sales manager in Jacksonville, succeeding Buford Styles.

Robert Blitz, of Warner Brothers, Cleveland, has been elected president of the Salesmen's Club of that city, succeeding Jerry Lipow, of United Artists. Justin Spiegle of National Screen Service is the new vice-president, while Sam Lichter, of 20th Century-Fox, continues as secretary-treasurer.

Bosley Crowther of the *New York Times*, Justin Gilbert of the *New York Mirror*, Archer Winston of the *New York Post* and Jesse Zunsler of *Cue*, all prominent motion picture commentators, will be guests of Mitch Miller on his CBS Radio program Sunday.

Robert L. Stone, since 1957 manager of the fountain syrup sales and service department of the Dr Pepper Co., Dallas, has been named vice-president of the organization in charge of the fountain division. Others elevated to vice-presidencies are John C. Simmons, advertising; William L. Tully, operations, and William H. Roberts, franchising.

Lt. Col. Paul Vogel, co-owner with his brother of the Midway Drive-in Theatre, Ravenna, O., has completed a two-week communist strategy course at the State Department's Foreign Service Institute, Washington, D. C., and has returned to Ohio, where on April 7 he and his brother will open the Salem Drive-in Theatre in Salem.

Al Sherman has resigned, effective March 31, as assistant to Leon Brandt, sales manager and director of publicity and advertising for Lopert Films. Sherman's plans call for a three-theatre group for the showing of specialized films under the sponsorship of civic and industrial organizations.

Pantages Books 'Wake'

LOS ANGELES, March 24.—Mervyn LeRoy's "Wake Me When It's Over," a 20th-Fox release, will open at the RKO Pantages Theatre here starting Tuesday, April 5.

'Africa' Opens April 4

"Come Back, Africa," the new film by Lionel Rogosin, is scheduled to open on Monday, April 4, at the Bleecker Street Cinema, 144 Bleecker St. here.

'Planet' Wednesday

Hal Wallis' "Visit to a Small Planet," Paramount release starring Jerry Lewis, will open Wednesday, at the Brooklyn Paramount Theatre.

THE SENSATIONAL SPY STORY

it's shot with real bullets...AND
WITH THE BIGGEST MULTI-STATE

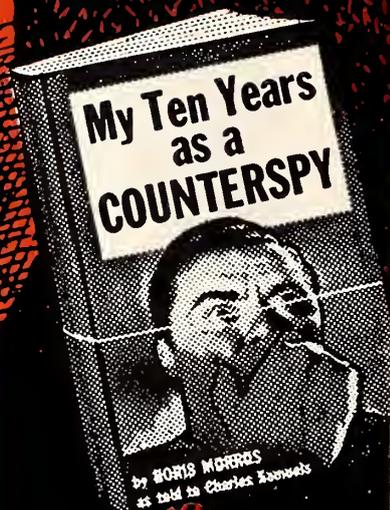
WATCH *Columbia*
GO INTO ACTION
AROUND THE COUNTRY
WITH

- ★ Two Big Ad Campaigns!
- ★ FREE McLendon Radio Spots
- ★ TV Trailers Narrated by Ernest Borgnine!
- ★ FREE Teaser Trailer –
available at Columbia Exchanges!

PLUS

- ★ A Sensational Personal Appearance
Tour by Borris Morros – The Man
On The String Who Actually
Lived The Most Shocking Spy
Story Of Our Time!

TRUTH,
NOT FICTION!
FROM
THE AUTHENTIC
BEST-SELLING DIARY
OF A
DOUBLE AGENT!



WHAT ACTUALLY HAPPENED...

SHOOTING FOR RECORD GROSSES PROPAGATION CAMPAIGN OF THE YEAR!

MAN ON A STRING ERNEST BORGNINE SERWIN MATHEWS

OLLEEN DEWHURST · ALEXANDER SCOURBY · GLENN CORBETT

Directed by JOHN KAEKA and VIRGINIA SHALEK

Screenplay by BORIS MORROS in collaboration with CHARLES SAMUELS

Produced by LOUIS de ROCHIMONT - An RD-DR Production

PARIS

VIENNA

BERLIN

NEW YORK

LOS ANGELES

MOSCOW

Variety Clubs

(Continued from page 1)

lications also voted the Detroit Tent's campaign second prize, which is a week's stay at the Riviera Hotel, Las Vegas. This prize goes to Arthur Herzog, Jr., who was both press guy and Variety Week chairman for the tent.

Third prize, a four-day stay at the Hotel Fontainebleau, Miami Beach, went to the Memphis Tent's Herod Jimerson, who also was both tent press guy and Variety Week chairman. A fourth prize of an Ampro recorder was voted to the Cleveland Tent's campaign, submitted by Willard Dougherty, press guy, and Ted Levy, Variety Week chairman.

Honorable mention was voted to the campaigns submitted by the Miami, Chicago, Las Vegas, Buffalo and Indianapolis tents.

Now Observed Annually

Variety Week, now being observed annually, is designed to call to the attention of the public in the immediate area of each tent the work it is doing among underprivileged children and for other Variety Heart projects. Observed this year from Feb. 8 through 14, it is regarded as having attained a high mark in providing the public with information of the Variety Club's activities.

Dickstein Named

(Continued from page 1)

dents are Jack H. Hoffberg, Leonard Kaufman, Milton Livingston, Joseph R. Margulies, Howard Minsky, David Picker, Sol Rissner, Cy Seymour, Norman Robbins, Howard Shulman, Rabbi Ralph Silverstein and Jack Weissman.

The eight new trustees are Max B. Blackman, Sidney Burdick, Julius Collins, Leo Jaffe, Joseph Maharam, Samuel Rosen, Hon. Arthur H. Schwartz and Karl Tausig.

Wolff Treasurer

Louis Wolff was elected treasurer and Leonard Rubin secretary. Chairman of the nominating committee is Martin Levine. Co-chairman are Levin, Hoffberg, Irving H. Greenfield, Saul E. Rogers and Robert K. Shapiro.

Guest speaker at the luncheon was Nathan C. Belth, national public relations director of Anti-Defamation League of B'nai B'rith, who also is a specialist on German affairs and author of special articles on neo-Nazism and modern German education. Belth returned recently from a three-weeks visit to Germany and Western Europe where he met with top government officials in assessing the significance of recent anti-Semitic vandalism abroad.

Installation April 21

The local Cinema lodge is marking the 21st anniversary of its founding by Schwalberg. All officers are elected for one year. An installation luncheon will be held April 21 at the Astor.

REVIEW:

Jazz on a Summer's Day

Bert Stern—Galaxy

ADHERING TO THE oft-repeated contention that the screen audience will flock to the unusual filmed entertainingly, a 30-year-old New York still photographer, one Bert Stern, with a top-notch reputation in advertising and allied fields, has come up with an attraction that should appeal to aficionados of the novelty film, the music-lovers, and the curious, in that order. It figures that, generally speaking, he has a motion picture that may do surprisingly well in an amazingly large roster of situations.

Using Eastman color and stereophonic sound, Mr. Stern has concentrated on what has evolved as one of the world's best-acclaimed jazz festivals, the Newport, R.I., function, accorded a whopping amount of space in the opinion-making newspapers and journals of the U.S. and across the seas. If ever an attraction was meant for merchandising, aggressively, compactly, appealingly, "Jazz on a Summer's Day" seems tailor-made.

This is an independently-made feature length compilation of what transpires—the performance by such headliners as Louis (Satchmo) Armstrong, himself featured in some of the screen's best-grossing films in recent years; Anita O'Day, Gerry Mulligan, Thelonius Monks, Dina Washington, Mahalia Jackson, Jack Teagarden, Duke Ellington, George Shearing, *et al*, *et al*—plus the reaction of teenagers, critics and social figures, and views of the Rhode Island resort community itself (including the fabled America Cup Races).

With the assistance of cameramen Courtney Hafela and Ray Phelan, Stern shot 130,000 feet of film and the actual sounds and dialogue of the four-day fete. Subsequently, six months of precise editing got the property into its present 85-minute, 7,690-foot length. Such activity, certainly, is an indication of Stern's bright promise in the screen world of tomorrow.

There's no effort to "dress up" perfection-wise; Stern shot into the lights, shot distortion, shot whatever he felt was related in spirit to the event. What he has gotten on film is a rare documentary of an essentially American atmosphere.

Arnold Perl was responsible for script continuity, and some other elements contributed to various facets. But in the final analysis, "Jazz on a Summer's Day" is director-photographer Bert Stern's film and right proud he should be of same.

Running time, 85 minutes. General classification. Release, current.

A.M.W.

Columbia Slate Report Large Increase In Eastman Stock Owners

(Continued from page 1)

months, including "Man on a String," "Babette Goes to War," "Because They're Young," "Killers of Kilimanjaro," "The Mountain Road," "Strangers of Bombay," "Battle in Outer Space" and "My Dog, Buddy."

To supplement Spiegel's presentation, Columbia distributed to the gathered theatremen a 20-page brochure detailing the selling aids being developed for the eight releases.

In a foreword written for the brochure, Rube Jackter, Columbia vice-president and general sales manager, told the AB-PT exhibitors, "I am confident that our Spring product will perform at a pace equal to our Winter releases. You will see that we have a balanced lineup, not only something for everyone, but something saleable to everyone. In addition, true to our adherence to orderly release, this top product will be distributed systematically throughout the season."

Presiding at the convention, which closes tomorrow, is Edward L. Hyman, AB-PT vice-president.

Special to THE DAILY

ROCHESTER, N. Y., March 24. — There was a large increase during 1959 in the number of people who own Eastman Kodak stock, the largest increase for any one year according to the company's 1959 Annual Report, which is now being mailed to shareholders.

At year end there were nearly 112,000 owners of Kodak preferred and common stock—about 13,500 more than the year before and twice as many as there were 10 years ago.

Own 50% of the Common

A survey of the company's September 4, 1959, shareholder list indicates that about 88 per cent of Kodak shareholders are individuals or joint owners. They own approximately one-half of the common shares. The other half is owned by institutions and other representatives of individuals and organizations, who make up 12 per cent of the share owners.

Pay-Bill Voted

(Continued from page 1)

memorandum by the Metropolitan Motion Picture Theatres Association on exemption of motion picture theatre employees from terms of measure. Ushers, ramp attendants, several other minor categories, paid 75 cents an hour, would be affected by the bill as presently drafted.

Meanwhile, a compromise act, presented by rules committee, provides for amendments to the law, for a wage board, appointed by the Governor, by and with the advice and consent of the Senate—instituted by the industrial commissioner. It would, as soon possible, investigate problems of inadequacy of wages for employees not covered by minimum wage orders and proceed to establish such orders for the protection of such employees.

The wage board is directed to view existing wage orders as to inadequacy of minimum pay.

The bill appropriates \$40,000.

Bill for N. Y. Council on the Arts Is Passed and Sent to Governor

ALBANY, N.Y., March 24. — The assembly today approved, by a vote of 90 to 40, the Mitchell-Lawrence bill creating a temporary New York State Council on the Arts. The measure establishes a 15-member commission "broadly representative of all fields of the performing and fine arts" to be appointed by the Governor, with the advice and consent of the Senate. They would be selected from among private citizens "widely known for their professional competence and experience in connection with the performing and fine arts."

The council, with fixed term of office, would make "a comprehensive survey of public and private institutions engaged within the state in artistic and cultural activities."

Based on results of the survey, the council would recommend "appropriate methods to encourage participation in, and appreciation of, the arts to meet the legitimate needs and aspirations of persons in all parts of the state."

The bill, which appropriates \$500,000 and which had passed the Senate, now goes to Governor Rockefeller for action. He is on record as favoring it.

SAG and AMPP

(Continued from page 1)

with at least a semblance of a handshake and a gesture that will please the producers of those features were before the cameras when strike order was issued to return work on them and so bring their completion.

Today's meeting, which was preceded by preliminary conclaves of negotiating groups, lasted for more than three hours, the longest session since the bargaining began. The conclusion of today's proceedings by the producers committee continued in private, its own review of the day's discussions. This consumed another half hour.

VIEW:

risbi

ker—Valiant Films

HARTFORD, March 24
Grisbi" (sub-titled "Hands Off the
") is an unrelentingly grim ap-
ch to Continental crime, its com-
workings and its people. It stars
redoubtable Jean Gabin and some
ited Gallie talent. Dubbed into
lish, it can play the action houses
ss the land with promise indeed
profitable results.

Jacques Becker film, based on
Albert Simonin novel (adapted by
ker, Simonin and Maurice Griffe),
has been directed by Becker and
duced by Robert Dorfmann. Pierre
atazel was responsible for some ef-
feful photographic effects.

G. Gabin is seen as undisputed
y of the Paris underworld. With
d friend Rene Dary, he's lived in
orld of cut-throats and chorus girls
at Gabin now is tired and wants
desert this delicate calling after
last heist.

The theft of millions in gold bul-
gones off without a hitch, but Ga-
hasn't figured on the ever-present
nan factors. Dary is unable to keep
news of the heist from his allur-
but treacherous girl friend, Jeanne
reau. From this point, it's a sordid,
pense-laden story of thief-after-
f and double-crossing.

at the windup, Gabin's lost the
ill, but he's fleeing into the un-
wn secure in the knowledge that
e gory killings will be blamed on
i-rival Lino Ventura.

Gabin's a literal tower of emotive
ness; he bristles with authority.
ning time, 90 minutes. Adult clas-
sation. Release, current.

A.M.A.V.

**C Plans to License
ew 'Booster' Stations**

From THE DAILY Bureau

WASHINGTON, March 24. — New
eral Communications Commission
irman Frederick W. Ford has writ-
to Sen. Gale McGee (D., Wyo.)
the agency will proceed "with-
delay" to license new booster TV
ions.

A new law will be needed before
FCC licenses existing boosters.
d's letter clearly implies that his
vs on licensing TV boosters differs
n that of his predecessor, John C.
erfer.

**CG, in Plea to NLRB,
ts TV Film Makers**

From THE DAILY Bureau

HOLLYWOOD, March 24. — The
een Extras Guild today filed with
ional Labor Relations Board un-
labor practice charges against the
ance of Television Film Producers.
charges, drawn by SEG's legal
nzel, Gilbert, Nissen & Irvin, are
ed on an alleged refusal by the
ance to bargain with the extras'
unization separately from the As-
sation of Motion Picture Producers.
a other collective bargaining nego-

**Bills Would Prohibit
Payola; License Webs**

From THE DAILY Bureau

WASHINGTON, March 24. — Rep.
Oren Harris (D., Ark.) has introduced
in the House legislation to outlaw the
rigging of television quiz shows and
other irregularities in the broadcast-
ing industry. Harris is chairman of the
House special subcommittee on legis-
lative oversight, which investigated
the quiz show scandals and is now
studying payola.

Two bills introduced by Harris
would require, among other things,
that television and radio networks be
licensed by the F.C.C., as individual
stations now are; would make it a
criminal offense for any person to rig
or fix radio or television programs in-
volving a contest of knowledge or
skill with the intent of deceiving the
public; would direct the F.C.C. to
establish rules and regulations requir-
ing the networks to exercise super-
vision and control over all material
they supply to affiliated stations. This
is designed as a solution to the sub-
committee's charge that networks
have surrendered control of program-
ming to sponsors and advertising
agencies.

The new legislation also would
prohibit payments to promote any
product in a television-radio program
without an announcement telling who
made the payment. This provision is
designed to outlaw payola.

Television and radio networks here
declined to comment on the proposed
new legislation yesterday.

**320 Advertisers on
Network TV During '59**

Network television advertisers to-
taled 320 during 1959, it was an-
nounced by the Television Bureau of
Advertising. During 1958 269 adver-
tisers used network TV.

Procter & Gamble was the leading
network advertiser for '59 followed by
American Home Products Corp. and
Lever Brothers Co. Of the 320 com-
panies investing a total of \$627,311,-
530 in network TV advertising, 103
advertisers spent more than one mil-
lion dollars each.

The top ten network television ad-
vertisers were: Procter and Gamble
(1) at \$50,293,552; Lever Brothers
Co. (2) with \$32,734,955; American
Home Products Corp. (3) \$28,109,-
458; Colgate Palmolive Co. (4) \$22,-
478,524; General Foods Corp. (5)
\$20,890,321; General Motors Corp.
(6) \$20,021,744; R. J. Reynolds
Tobacco Co. (7) \$16,123,827; Gillette
Co. (8) \$13,642,174; Sterling Drug,
Inc. (9) \$12,975,463 and General
Mills, Inc. (10) with \$12,919,237.

tiations, SEG has had one session with
Universal-International and will meet
again with this studio on March 28.

A negotiating meeting will be held
next week with negotiators for major
independents releasing through United
Artists.

Television Today

**ASCAP Makes Changes
In Distribution Rules**

Stanley Adams, president of the
American Society of Composers, Au-
thors and Publishers, is informing
ASCAP members that the Society has
made a change in its distribution rules
to curb incentives for artificial stimu-
lation of performances, whether by
"payola" or other means.

In a letter being sent to all 7,000
members of the Society, Adams is
announcing that as of January 1, 1960,
performance credits will be reduced
sharply for background and theme
music used on certain types of net-
work programs. This change, which
results from ASCAP's continuous re-
examination of its distribution sys-
tem, has been presented to the De-
partment of Justice, which concurs in
the action.

Credit Reduced

Under the new rule, credit for non-
feature (theme and background) uses
of members' music on network pro-
grams appearing twice or more week-
ly have been reduced to 25 per cent
of the maximum credit earned for
similar uses on programs appearing
only once a week. The rule does not
apply to feature uses on such pro-
grams, or to non-feature uses on once-
a-week programs.

**Deny Move to Ban
Screen Gems Testimony**

A government motion to bar testi-
mony and exhibits offered earlier this
week by a professional economist in
defense of Universal, Screen Gems
and Columbia Pictures was denied by
Judge William B. Herlands in New
York Federal Court yesterday.

John J. Corson had told the court
that motion pictures are only one of
a number of important factors in
television programming. The three film
companies are charged with restrain-
ing competition in the sale of pic-
tures to TV through the acquisition
by Screen Gems of more than 600
pre-1948 Universal pictures for tele-
vision distribution.

**E. K. Mills, Jr. to Replace
Doerfer As FCC Member**

From THE DAILY Bureau

WASHINGTON, March 24. — Ed-
ward K. Mills, Jr., former deputy ad-
ministrator of the General Services
Administration, has been nominated
by President Eisenhower to fill the
unexpired term of John C. Doerfer
on the Federal Communications Com-
mission. Doerfer resigned as F.C.C.
chairman recently at the President's
request after acknowledging he had
accepted the hospitality of a licensed
broadcaster.

Mills has no background whatever
in the broadcasting or television fields

**UAA Creates New
Sales Division**

United Artists Associated has cre-
ated a new, highly specialized na-
tional sales division, of which Leon-
ard E. Hammer has been named di-
rector, it was announced yesterday by
Bob Rich, vice-president and general
sales manager.

The new division will follow up
and assist stations in obtaining full
sponsorship for the UAA features and
cartoons already purchased. This sales
approach will be handled on a na-
tional, regional and local basis by the
operation's sales staff. In addition, the
new division will negotiate with net-
works, agencies and advertisers in
setting up national sales on future
product. Additional staff announce-
ments are expected to be made shortly.

Joined in 1957

Hammer, who will report to Don-
ald Klauber, national and station sales
manager, has been with the company
since 1957. During his tenure at UAA
he has been a station sales coordina-
tor and has supervised many special
projects including national sales activ-
ities.

**Gov't Witnesses Tell
Of Buying Old Films**

Four government witnesses called
in the "block-booking" case against
six motion picture and television com-
panies yesterday underwent scru-
pulous cross-examination in New
York Federal Court, relative to their
dealings for bulk packages of old
theatre films.

Charles Vanda, of WCAU-TV,
Philadelphia, admitted under cross-
examination that he was allowed to
select films he wanted from a 104-
picture packaged offered to him by
Screen Gems. Franklin Coslette and
David Baltimore, both of WBRE-TV,
Wilkes-Barre, Pa.; and Harold Sold-
inger of WTAR-TV, Norfolk, Va.,
testified that they were satisfied with
deals for film in bulk amount offered
to them by Loew's, Inc. (MGM).
Other companies charged with "block-
booking" old theatre films to televi-
sion are C & C Super Corp., National
Telefilm Associates, Associated Ar-
tists Productions and United Artists.

and is reputed to hold views on reg-
ulation of the media which are com-
pletely opposed to those of his pre-
decessor. Doerfer believed F.C.C. in-
fluence on programming would vio-
late constitutional guarantees of free
expression, but Mills is said to be an
advocate of "persuasion" within the
F.C.C.'s regulatory function.

Nevertheless, Mills is known to be
an avowed enemy of Federal censor-
ship in any form.



Paramount Pictures proudly announces the premiere engagement of a new experience in exciting drama. It is one of humanity's great, great stories of courage in the face of evil, violence and hate. It will make you feel anger, shame, pity, rage, fear. It will make you proud you are a member of the human race.

LILLI PALMER · SYLVIA SYMS · YVONNE MITCHELL · RONALD LEWIS

in

CONSPIRACY OF HEARTS

NEW YORK - VICTORIA and NORMANDIE THEATRES, APRIL 7 · CHICAGO - ESQUIRE THEATRE, APRIL 8 · PHILADELPHIA - ARCADIA, APRIL 11

also starring ALBERT LIEVEN · PETER ARNE Produced by BETTY E. BOX Directed by RALPH THOMAS Screenplay by ROBERT PRESNELL, Jr. A RANK ORGANIZATION Presentation A PARAMOUNT RELEASE

All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



OL. 87, NO. 59

NEW YORK, U.S.A., MONDAY, MARCH 28, 1960

TEN CENTS

Take or Break

Unity Effort Tops Agenda Of Allied Meet

Issue Is 'Small' Theatres
vs. Large Independents

Special to THE DAILY

CHICAGO, March 27. — Allied theatres' directors who arrived here today for the Monday-Tuesday meeting of the board appeared to be as curious as outsiders to learn the answer to the question confronting them: Can Allied regroup its forces and become unified again, or is the internal bitterness which manifested itself at the last board meeting in Miami Beach in December still so great that not only will this be prevented but that additional defections may occur before this meeting is over? For, despite the fact that numerous

(Continue on page 2)

Pleskow Named UA Continental Manager

John Lefebre has resigned as continental manager of United Artists and to be succeeded by Eric Pleskow, was announced at the weekend by Arnold M. Picker, U.A. vice president in charge of foreign distribution. Lefebre will leave U.A. on June 1

(Continue on page 3)

Pa. High Court Affirms Decision for Universal

Special to THE DAILY

HARRISBURG, Pa., March 27.—In the case between the Viking Theatre in Philadelphia and Universal Film exchanges, Inc., the Pennsylvania Supreme Court has affirmed a judgment

(Continue on page 3)

TELEVISION TODAY—Page 6

List Says No Deal Made To Sell Glen Alden

Albert List, chairman and president of Glen Alden Corp., parent company of RKO Theatres among a number of other diversified enterprises, authorized release of a statement on Friday to the effect that he "has made no arrangement or commitment to sell any Glen Alden Corp. stock."

A spokesman for List said that ordinarily he declines to comment on

(Continue on page 6)

Levy Acquires Rights To 'Longest Day'

Raoul J. Levy has acquired the motion picture rights to "The Longest Day," Cornelius Ryan's best-selling account of the Allied invasion of Normandy, it was announced here.

Levy will recruit a cast of approximately 40 American, British,

(Continue on page 3)

Again Filming 'Eternity' With S.A.G. Agreement

From THE DAILY Bureau

HOLLYWOOD, March 27.—The Screen Actors Guild announced that it had signed an agreement with Atlantic Pictures Prods., of which Irving Levin is president, permitting production to resume here this week on "Hell to Eternity." Shooting on the

(Continue on page 3)

Loew's Acquires American Theatre, St. Louis; Turns Over Orpheum to Become 'Legit' House

Loew's Theatres at the weekend received permission in New York Federal Court to acquire the legitimate American Theatre in St. Louis for motion picture exhibition. The order was signed by Judge Edmund L. Palmieri.

Under the order the Loew's circuit must turn back the Orpheum Theatre in St. Louis to the landlord. The Orpheum, at present a motion picture theatre seating about 1,900, will then be operated as a legitimate theatre.

The same landlord is the one who will turn over to Loew's the American, at present a legitimate theatre, to become a motion picture operation.

Application for the theatre swap was made by the circuit in February and a hearing on the proposal was held earlier this month.

MGM May Distribute Levine's 'The Law' Here

Negotiations are being held between MGM and Joseph E. Levine, head of Embassy Pictures, for MGM to distribute "The Law" in the U.S. and other countries, it was learned at the weekend. MGM is already handling the French picture in Latin America and several other countries abroad.

"The Law" stars Gina Lollobrigida and Yves Montand and was directed by Jules Dassin. It has been dubbed into English for dates in the U.S.

Strong Campaign Behind Clark's 'Young' Film

By SAUL OSTROVE

Columbia Pictures' "Because They're Young" will have behind it a thorough exploitation and cross-plugging campaign timed to coincide with the opening of the Dick Clark film in 350 situations beginning this Saturday, April 2 in Phoenix, Ariz., site of the premiere.

Clark, whose Drexel Pictures produced the film, told the trade press Friday at the Columbia home office here that his own ABC-TV disc jockey show telecast six days a week for 133 local markets will be a major force behind the selling drive.

Beech-Nut Gum, Clark's TV sponsor

(Continue on page 3)

Freeman Withdraws Weekend Talks Bring SAG and AMPP Closer

Opposing Factions Seem
Eager to Terminate Strike

By SAMUEL D. BERNS

HOLLYWOOD, March 27. — The possibility of settlement of the Screen Actors Guild strike against the major producers moved closer to an actuality here at the weekend as both factions scheduled successive meetings on Friday and Saturday in what appeared to be a determined effort to resolve their differences.

The joint negotiations between representatives of the SAG and the Association of Motion Picture Producers were preceded by three-hour private meetings during which both factions discussed among themselves all aspects of the situation.

The differences dividing the two factions are considerable and of great complexity. To the original demand of the SAG for a share in the residuals of post-1948 films sold for television use has been added the matter of payments for video sale of post-1960 features, as well as the subject of pension and welfare benefits. The latter, the AMPP has continually emphasized it is willing and even eager, to consider.

Thus far, representatives of both sides have been reluctant to reveal to the press exactly what progress, if any, has been achieved during the negotiating sessions. However, their expressed determination at this time to hold weekend meetings would seem to augur well for the industry which since the inception of the walkout on March 7 has hoped for a settlement satisfactory to both sides.

It was announced on Friday that Y. Frank Freeman, one of the negotiators for the AMPP, has withdrawn from the meetings under doctor's orders limiting his working day.

Pathé

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Complete facilities for every film
need in black and white or color



PERSONAL MENTION

JOSEPH L. MANKIEWICZ, 20th Century-Fox writer-director, has returned to New York from Argentina after having served as a judge at the Mar del Plata Film Festival.

ILYA LOPERT, president of Lopert Films, will arrive in Paris today from London.

LESTER SANSONI, associate producer on "Hell to Eternity" for Allied Artists, has arrived in Tokyo from Okinawa, enroute back to Hollywood.

SPENCE PIERCE, city manager for Family Drive-in Theatres, Knoxville, Tenn., has left there with MRS. PIERCE for St. Petersburg, Fla.

RICHARD WILSON, producer-director, has returned to Hollywood from New York.

LINDA CRISTAL arrived in New York on Friday from the Coast and left for Germany to attend the Film Festival in Frankfurt.

MRS. ERNEST DELAMATER has given birth in Atlanta to a girl. Father is manager of the Scott Drive-in Theatre there.

CARY GRANT arrived in New York on Friday from Hollywood, and left here yesterday for London to start work on "The Grass Is Greener."

JEAN SIMMONS has arrived in London from Hollywood via the Polar route.

J. STANLEY MCINTOSH, director of educational programs for the Motion Picture Association of America, is in Washington from New York at the invitation of President Eisenhower to attend the White House Conference on Children and Youth.

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SPECIAL TRAILERS

Allied Meet Will Stress Unity

(Continued from page 1)

other subjects are on the agenda, uppermost in the minds of the directors are the questions, Can the Western Pennsylvania and New England Allied units be brought back into national Allied and the gap closed, or will one or more additional units follow those two out of the national organization?

Future Seen in Balance

On the answers to those questions hangs Allied's future, many of the directors believe.

It is known that Al Myrick of Lake Park, Ia., who was elected president at the turbulent Miami Beach board meeting to the surprise of the solid "moderate" group on the board, is dedicated to an all-out effort to bring the "moderates" and "militants" together again in an effective truce or, at the least, a durable working agreement. In his endeavor, he will have the aid of such experienced and influential trouble-shooters as Ben Marcus of Wisconsin Allied; Jack Kirsch of Illinois Allied, Irving Dollinger of New Jersey Allied, and Milton London of Michigan Allied, all of whom are regarded as either in or leaning toward the "moderate" group.

Myers Considering Retirement

Although Abram F. Myers, Allied chairman and general counsel, about whom much of the internal dissension has centered, has let it be known that he has been considering retirement for some time, insiders say the meeting here is not the place nor the time to expect it.

Prior to his departure from Washington, his home base, to attend the board meeting, Myers declined to comment on his retirement plans. In response to other questions, he said the board will take up many of the

subjects which have been discussed in the recent series of bulletins issued by Allied's Emergency Defense Committee. These, in the main, have been complaints of late release of films to subsequent run theatres as a result of what E.D.C. calls "inadequate print supplies, unrealistic terms and the antiquated show case theory."

Nevertheless, directors interviewed here agreed that no subject will overshadow the effort, sure to be made at the meeting, to learn whether the internal break in Allied is so final it cannot be healed.

Some 'Independents' Very Large

"The result will tell," one director said, "whether Allied will be able to speak for the independent theatre in the future. The present differences have much to do with the 'small' theatre versus the 'independent' theatre. Nowadays, the latter includes some large theatres, circuits and organizations. But despite their size and importance, they are nonetheless 'independent.' This meeting may tell whether Allied will ignore them and become an organization of and for 'small' theatres only."

New Jersey Allied had urged the calling of a special board meeting in February to attempt to heal the internal Allied differences. However, Myrick said an insufficient number of units supported the request and concluded, therefore, that no emergency existed.

Will Name Goldman Successor

Indications today were that neither Western Pennsylvania Allied nor New England Allied would send representatives to the meeting. Carl Goldman, of New England Allied, has resigned as national Allied secretary. The board is expected to elect his successor.

Weiss, Storck to Boston On 'Masters' Premiere

Nat Weiss, 20th Century-Fox publicity manager, and Henri Storck, producer of "Masters of the Congo Jungle," are in Boston from here today to set plans for the premiere of the film there to be held on April 6 for the Peabody Museum. The museum is affiliated with Harvard University. The publicity manager and the producer will meet with Dr. Joseph Brew, director of the museum, and Robert Gurner, chief of the National Film Section of the institution, on the list of guests to be invited to the benefit affair.

Weiss and Storck will hold a joint press conference at the Statler-Hilton Hotel tomorrow with the resident Belgian Consul and his wife, who will participate in the bow at the Paramount Theatre.

'Can-Can' Advance Hits \$627,000 in 12 Dates

"Can-Can," 20th Century-Fox's musical in Todd-AO has hit a big \$627,000 in advance sales for its first 12 engagements, Edward E. Sullivan, publicity director, reported at the weekend.

Only four theatres are now playing the film with eight openings set for the next few weeks in the U.S. and Canada.

Screening of 'Candy'

WASHINGTON, March 27. — A specially requested screening of "Never Take Candy From a Stranger" for the President's National Committees for the White House Conference on Children and Youth will be held at the Motion Picture Association theatre on Wednesday.



Only 7 Days 'til OSCAR!
Tell your pals and friends tune in to NBC-TV or NBC-R for the big show of the

Allied Bulletin Asks Industry Unity Now

From THE DAILY Bureau

WASHINGTON, March 27. — Drawing a parallel of automobile dealers who prior to 1956 took allegedly wanted cars from manufacturers at the end of a season and just to the appearance of new models, Allied States' emergency defense committee bulletin suggests that the industry could profit by using some of the corrective measures adopted by the auto industry.

The Allied bulletin says that, though movies are an even more perishable commodity than theatres are being relegated to dusty-musty, shopworn products of the film companies. This is accomplished by means of inadequate supplies, unrealistic terms, the outdated showcase theory and practices set forth in these bulletins.

Points to Auto Industry

The auto industry, Allied found a remedy for its troubles working in unison with its dealers and by solving the latter's problem of improved service to the public which in turn benefited the manufacturer.

The bulletin says that Allied picture industry, with each cognizant of the other's problem, is eager to cooperate in the solution of them to the end that, with easing of internal stresses and strains, the industry might bring its full weight to bear in meeting challenges from outside."

Enter BOAC Films

Two travel films produced and distributed by British Overseas Airways Corp. have been selected for screening in the 1960 National Association of Visual Aids convention in Chicago in April, according to G. A. W. of BOAC. The films, both in color, are "Gateways to Europe" and "Circle."

33 Key 'Orpheus' Debut

"Black Orpheus," Academy Award nominee for "best foreign film" of the year, has been booked into three key situations beginning Wednesday it was announced by Brandt, in charge of distribution for Lopert Films.

Clark's Film

(Continued from page 1)

Clark will award 1,200 prizes to winners of its "Name the Dog" contest. The dog is featured in the film. First prize has gone to a 14-year-old Phoenix resident who, in addition to receiving a swimming pool and a dinner for himself and 100 guests, also has the privilege of seeing the film open in his home town. Besides Clark, Tuesday Weld and Michael Callan, who are starred in the picture, will be present at the premiere. The other prize-winners will be selected from most all of the 350 opening cities, thereby heightening local opening angles, according to Jonas Rosenfield, executive in charge of advertising and publicity for Columbia.

National Contest Set

A national contest keyed to local playdates has been arranged with *Modern Screen* magazine. It is tied to a layout featuring the honeymoon of Warren Berlinger, cast in the picture, and his bride. The contest offers the winners a vacation to Miami Beach and the complete wardrobe featured in the layout. Additional prizes of vacation trips also are offered.

Other promotion aspects of the campaign include Dick Clark book covers for nationwide distribution, records featuring music from the film, pennants bearing the names of the film's stars for use by exhibitors, and a book written by Clark. His merchandising includes dolls, loose leaf binders, toys, rings, charms, key chains, hats, jewelry, shoes and socks.

TV Spots Carefully Chosen

Columbia, according to Robert S. Ferguson, national director of advertising and publicity, has arranged to make its big television-spot pitch at times directly preceding and just following Clark's show. Clark's 1,200 clubs will also assist in the drive. He has plans for three more films, one of them for Columbia. Because of his television commitments, Clark said he would be unable to appear in more than one of the pictures, although he intends to produce all of them. His next project will commence this summer.

Pleskow Named

(Continued from page 1)

to establish his own business in New York. Pleskow has served as assistant continental manager since October, 1958. He was formerly U.A. manager in Germany for five years, and, prior to that, acted in the same capacity in South Africa.

From 1946 to 1948 Pleskow was head of the U.S. military film section in Bavaria and subsequently was assistant general manager for the Motion Picture Association of America in Germany from 1948 to 1950. He then represented in Europe the Sol Lesser Corporation until 1951 when he joined the home office of United Artists.

Pleskow's appointment as continental manager is effective June 1.

'17' May Issue Devoted To Hollywood Salute

The April issue of *Seventeen Magazine*, which has 4,500,000 teen-age readers, is devoted to a salute to Hollywood stars.

Based on the theme, "Meet Your Favorite Stars," the special issue presents features ranging from fashions and beauty to profiles of young actors and actresses. Many of the actors and actresses were named the favorites of teen-age girls in a special poll conducted in 1959 by the publication.

Highlight of the May issue is a 13-page portfolio of summer fashions for teen girls, photographed with David Niven, Tony Curtis, Paul Newman, Jack Lemmon, Gregory Peck, Anthony Perkins and Kirk Douglas. Rock Hudson is featured on the cover.

Hedda Hopper Defends Opposition to Strike

From THE DAILY Bureau

WASHINGTON, March 27.—Speaking to the D.C. Society for Crippled Children, newspaper columnist Hedda Hopper reiterated her opposition to the movie strike. She said that "we may never have another picture" if the strike goes on.

Miss Hopper observed that she believes in "actors getting as much money as they can but not to strike in the middle of a film." Miss Hopper asserted, too, that her stand on the strike will "help" her newspaper column, not provoke an adverse reaction.

'Angry Man' Screened Tonight as Royal Film

From THE DAILY Bureau

LONDON, March 27.—"The Last Angry Man," Columbia film starring Paul Muni and David Wayne, will be shown at the annual Royal Film Performance tomorrow night at the Odeon Theatre, Leicester Square. Among the members of the royal house expected are Prince Philip, the Duchess of Kent and Princess Alexandra.

Among the Columbia Pictures representatives on hand from the United States will be producer Fred Kohlar and Kim Novak, one of the studio's leading stars.

IFIDA Pledges Support In Times Film Suit

Full support to Times Film Corp. in its suit against the city of Chicago and its censorship ordinance has been pledged by the Independent Film Importers and Distributors of America.

The IFIDA board of governors at the weekend sent a telegram to Times Film congratulating the company on securing agreement of the Supreme Court to review the case. IFIDA said, "We trust that once again an independent distributor will lead the way for a great victory of our industry over the forces of censorship and reaction. We pledge our full support to your effort."

Penna. Court

(Continued from page 1)

which will require Viking to pay all unpaid film rentals plus interest and the cost of the suit.

The claim for film rentals arose from four pictures which had been licensed for exhibition at the Viking Theatre in Philadelphia. The Viking had asserted in their defense that the availability of one of the pictures had been improperly delayed; that film rental adjustments had been promised but not granted; and that Universal promised to license "Away All Boats" to the Viking, but had refused to do so.

Held Improper by Jurist

The Honorable Peter F. Hagan, trial judge in the Pennsylvania Court of Common Pleas, had held that these various defenses were improper. The action of the Pennsylvania Supreme Court late last week affirmed this judgment which had been rendered in favor of Universal Film Exchanges, Inc. against the Viking Theatre in connection with a claim for unpaid film rentals. Universal's counsel was Arlin M. Adams of Schnader, Harrison, Segal & Lewis. Viking was represented by Harold E. Kohn.

Levy Acquires

(Continued from page 1)

French and German film stars to portray the central figures of the Allied forces, the enemy they fought, and the civilians caught up in the epic struggle of D-Day. Levy will seek the cooperation of the British, French and German War Offices, as well as the U.S. Department of Defense, in recreating the events immediately preceding the Allied invasion of the Continent, and D-Day itself.

Will Film on the Beaches

The production will be filmed on the beaches of Normandy and England in the Spring and Summer of 1961. "The Longest Day" has been tentatively budgeted at \$6,000,000 and will be filmed in color and in one of the big screen processes. Michael Mindlin, Jr. will be co-producer.

AIP to Handle 10 From Italian Int'l Pictures

From THE DAILY Bureau

HOLLYWOOD, March 27.—American International Pictures executives James H. Nicholson and Samuel Z. Arkoff announced upon their recent return from Rome that a deal has been made with Dr. Fulvio Lucisano of Italian International Pictures of Rome for distribution of 10 pictures. The deal calls for two pictures a year for the next five years, with AIP having world-wide distribution rights, except for Italy, France and Spain.

'Goliath and Dragon' First

"Goliath and the Dragon," First picture involved, starts a 10-week production schedule June 1 at Cei Incom studios in Rome and is set for Christmas release. The cast includes American, French and Italian stars.

CBS-TV Will Use Paramount Studio

Paramount Pictures Corp. and the CBS Television Network have reached an agreement in principle on the opening of Paramount's vast Hollywood production facilities to the network, it was disclosed at the weekend by Barney Balaban, president of Paramount Pictures and James T. Aubrey, Jr., president of the CBS Television Network.

Details of the agreement were negotiated in Hollywood by Jack Karp, vice-president of the studio, for Paramount, and John Reynolds, vice-president, administration — Hollywood, CBS Television Network. Karp explained that this arrangement will in no way impair the use of the studio's facilities for Paramount's expanded program of theatrical feature production.

Welcomed by Balaban

Commenting on the plans, Balaban said, "We at Paramount welcome this agreement as the beginning of a continuing and growing relationship between our organization and the CBS Television Network."

Aubrey commented, "The CBS Television Network is indeed pleased with the prospect of access to one of the world's largest and finest production centers. We look forward to a growing volume of activity at the Paramount facilities, including plans for co-production of programs for television."

Two Productions Slated

At the present time, the network is planning to begin use of the Paramount facilities with the filming of the "Gunsmoke" and "Have Gun, Will Travel" series for the new season, preparations for which are already underway.

'Hell to Eternity'

(Continued from page 1)

picture in Okinawa had been completed when the S.A.G. strike was called and Levin's company was returning here for final camera work.

Production will be resumed on Thursday. "Hell to Eternity" will be distributed by Allied Artists.

In announcing the agreement, the two parties to the pact stated that they are "in the process of formalizing a collective bargaining contract providing payments to actors for their television rights in theatrical pictures, a pension and welfare plan for actors to be paid for by the producers, plus increases in salary minimums and other improvements in actors' working conditions."

Adding significance to this announcement is the fact this is the first contract negotiated under a new policy adopted by the guild's board of directors, by which the guild will sign new contracts with independent producers even though such producers are financed partly by major studios against which the guild is on strike. Such contracts will not contain a "favored nations" clause but are final and binding on both parties.

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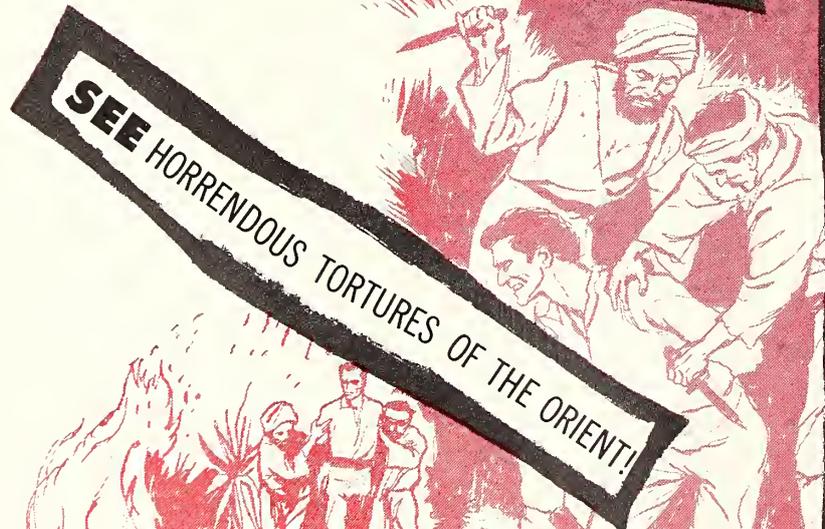
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SEE HUMAN BEAST ATTACK BEAUTIFUL VICTIM!



SEE MURDER-FOR-A-MURDER JUSTICE!



SEE HORRENDOUS TORTURES OF THE ORIENT!

THE STRANGLER OF BOMBAY

IN STRANGLOSCOPE

starring **GUY ROLFE**
with **ALLAN CUTHBERTSON · ANDREW CRUIKSHANK · GEORGE PASTELL · JAY**
Written by David Z. Goodman · Produced by Anthony Hinds · Directed by Terence Fisher · Executive Producer Michael
A HAMMER FILM PRODUCTION · A COLUMBIA PICTURES RELEASE

BOOK 'BOMBAY' TODAY...

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SEE THE KILLER GODDESS AND HER APOSTLES OF MURDER!

SEE RITES OF HUMAN SACRIFICE!

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SATURATION
COVERAGE
CAMPAIGN
...HIGHLIGHTING
THESE
SOCK-SATIONAL
SELLEMENTS!**

**Spectacular strangler
tour for press,
radio and TV coverage!**

Scare-scream tabloid herald!

**Monarch Books
paperback novelization!**

**Spectacular sight 'n'sound
float! Animated display!**

**Blood-freezing lobby spots,
radio spots, TV trailers!**

**Sensational showman's kit:
with gags, giveaways
and gimmicks!**

**FROM THE PRODUCERS OF
"CAMP ON BLOOD ISLAND"**

FROM COLUMBIA!!!

No Deal: List

(Continued from page 1)

reports of this kind but because of the regard with which the newspaper which had published it (*N.Y. Times*) is held in the financial community he felt it incumbent upon him to authorize the statement.

There was no amplification of the statement, nor was there confirmation or denial that talks concerning a sale of the List controlling interest in Glen Alden were being held. Financial district reports were that the talks are in an advanced state but that so many angles of the proposed deal are affected by Securities and Exchange Commission regulations that considerable time will be required to endeavor to work them out, should it be found possible to do so.

The report published by the *Times* on Friday was that a group headed by Mishulam Riklis, president and chief executive officer of B.T.L. Corp., will acquire more than 1,500,000 shares of Glen Alden from the List interests, giving the group working control. The List holdings are said to total 2,068,707 shares, or 37 per cent of the total.

B.T.L. Corp. is the former Butler Brothers company. It recently sold its retail stores to the City Products Corp. for \$50,000,000. It recently acquired from H. L. Green Co. for \$7,000,000 large stock holdings in United Stores Corp.

G-E TV Projector to Rejuvenate Old Films

Special to THE DAILY

CHICAGO, Ill., March 27. — General Electric Company is marketing a continuous television film projection system which, it is stated, "injects new life into old films." It was designed by Eastman Kodak Company for G-E, for use with the Vidicon camera.

The projector incorporates a new "diffused light" system designed to eliminate the effects of scratches and dirt particles on 16mm films, and to project an image comparable to sharp, clear images attainable from 35mm films used in major network productions.

Improvement Described

The improved images are achieved through the projector's optical system consisting of tilting, rotating mirrors. These follow the film as it passes over the projection gate, reflecting an immobilized, stable image into the system. Also contributing to image steadiness is the projector's capacity to compensate automatically for film shrinkage.

WB Dividend 30

The board of directors of Warner Bros. in a special meeting on Friday declared a dividend of 30¢ on the common stock, payable May 5 to stockholders of record April 15.

Television Today

Two Sales Meets Set For CBS Films Staff

Two sales meetings of the CBS Films, Inc. staff have been scheduled this week, it was announced by Sam Cook Digges, administrative vice-president. On Thursday and Friday, just prior to the NAB convention, the entire CBS Films sales force, with the exception of the New York-based salesmen, will meet in Chicago at the Hotel Ambassador East. The New York staff will meet in New York on Monday, April 11.

In each case the sales staff will hear from Merle S. Jones, president of CBS Films; Digges; Robert F. Lewine, vice-president, programs; William M. Weiss, vice-president and general sales manager of Terrytoons; Joseph Irwin, director of business affairs; Howard Kany, director of international business relations; John M. Cooper, manager of newsfilm; Eugene Moss, manager of sales promotion, and James T. Victory and James H. McCormick, Jr., account supervisors.

WGA Extends Its Pacts With 50 Independents

From THE DAILY Bureau

HOLLYWOOD, March 27. — Writers Guild of America today extended its contracts with some 50 independent television film producers with whom it is now conducting negotiations.

The contracts due to expire tomorrow night, on a previous extension, will be continued under a *status quo* arrangement while negotiations proceed subject to cancellation on 48 hours notice.

The guild negotiating committee met again Friday with representatives of unaffiliated independents, and further meetings are scheduled. Meanwhile, a stalemate status continues in the guild's strike against the majors, the Alliance of Television Producers and the networks.

TV Producer Morros Set Up Own Offices

TV producer Richard B. Morros has set up his own offices at 424 Madison Avenue here for purposes of expanded activities in the syndicated TV and film field. Morros, son of motion picture producer Boris Morros, devised and produced the successful "Almanac" package of Official Films.

The Morros plans include a new filmed series that will be tailored to fit both educational and entertainment slots as has "Almanac," which is produced in conjunction with Hearst Metrotone News. He has also been approached to co-produce a few other properties that are already on the market, an announcement of which will shortly be forthcoming. In addition, Richard B. Morros has several properties for feature film production.

DuPont TV Awards Go To WNTA and KOLN

From THE DAILY Bureau

WASHINGTON, D. C., March 27. — Television stations WNTA-TV, Newark, N. J., and KOLN-TV of Lincoln, Neb., and CBS news commentator David Schoenbrun were named winners of Alfred I. duPont Radio & Television Awards for 1959 here Friday night. Leaders of the radio & television industries joined the duPont Foundation's awards committee honoring winners at a banquet at Mayflower Hotel.

The event marked the 18th year which the duPont Foundation cited stations and individuals "meritorious service to the American people."

Engrossed plaques and checks \$1,000 were presented to representatives of WNTA-TV, KOLN-TV, and the Columbia Broadcasting System. Dr. Fred Carrington Cole, president of Washington and Lee University Lexington, Va., which administers annual awards competition.

WNTA-TV Lauded

WNTA-TV, winner in the large time category, was praised for "highly original and imaginative programming" which included the much-publicized "Play of the Week" and extensive comprehensive reporting of public events and issues.

KOLN-TV, winner in the small station competition, impressed judges with its "close sense of identity with the social, political, cultural, and economic interests of the people in urban and rural areas served."

Commentator Schoenbrun, chief of CBS News' Paris Bureau, was cited for "his knowledge and sense of history, his insight into the motivations of men and movements, the lucidity of his thinking and the clarity of style."

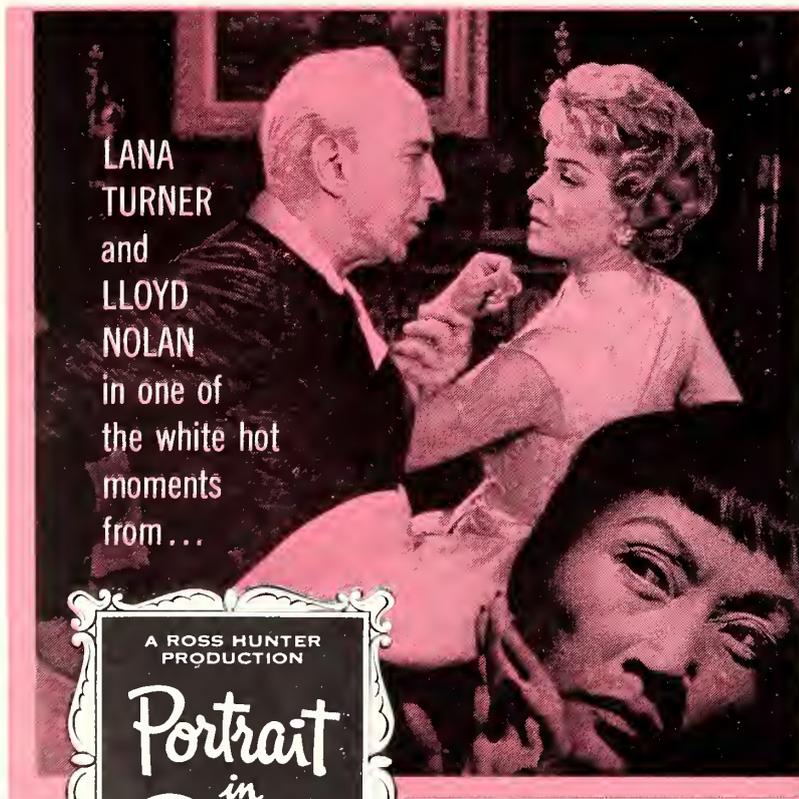
'Hong Kong' New Entry On ABC for '60-61

"Hong Kong," an hour-long adventure series, will be a new entry in the 1960-61 season on ABC-TV sponsored by The Kaiser Industries, it was announced by Henry J. Kaiser; Oliver Treyz, president of the ABC Television Network, and Edgar F. Kaiser, president of Kaiser Industries.

The program will be produced by ABC-TV by 20th Century-Fox Television.

"Hong Kong" will be the second major TV show sponsored by The Kaiser Industries — both of them on ABC-TV. The other is "Maverick."

The new program will be scheduled nationwide by ABC-TV on Wednesday nights from 7:30 to 8:30 P.M. EST, starting early this fall, directly opposite "Wagon Train," currently the TV program with the highest audience rating.



LANA
TURNER
and
LLOYD
NOLAN
in one of
the white hot
moments
from...

A ROSS HUNTER
PRODUCTION

Portrait
in
Black

another **HOT** one
for summer

from **UNIVERSAL!**

THIS CAN CAN!



Here's the can
that puts kicks
into your
grosses.

The Trailer
makes your
audience
want to
see more.

It's the
one-step
that starts
your
box office
dancing.

The Trailer...
c'est
magnifique!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



STARTS SHOOTING TODAY IN HAIFA, ISRAEL

OTTO PREMINGER PRESENTS



EXODUS

with PAUL NEWMAN **EVA MARIE SAINT**
RALPH RICHARDSON **LEE J. COBB**
PETER LAWFORD **SAL MINEO**
JOHN DEREK **GREGORY RATOFF**
HUGH GRIFFITH **DAVID OPATOSHU**
ALEXANDRA STEWART **MARIUS GORING**
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the News
That
is News



MOTION PICTURE DAILY

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L. 87, NO. 60

NEW YORK, U.S.A., TUESDAY, MARCH 29, 1960

TEN CENTS

Report from MPAA

See 135 Films Upcoming for Second Quarter

Opinion. Tells Newspapers What Types to Be Offered

A report on the outlook for upcoming films in the second quarter was released yesterday by the Motion Picture Assn. to key newspapers throughout the country.

The report is being planted by the exploitation field committee under the firmanship of Rodney Bush that so successfully served the Academy Awards promotion.

The results of the survey show that 135 unreleased films are in various stages of completion and "will satisfy the tastes of every type of movie fan. There is a wide selection of dramatic films, a whole host of coming comedies, a generous selection of family films, westerns, musicals and three or four big spectacles." Each story was accompanied by a one-page list of titles and credits and a selection of a half a dozen (Continued on page 7)

O'Hare Continental Publicity-Ad Director

William R. O'Hare has been appointed as director of advertising and publicity for Continental Distributing, Inc., it was announced by Sheldon Unsberg, vice president.

O'Hare, who resigned from Valiant films to accept the new position, served in the same capacity for that (Continued on page 6)

Doll Will Reactivate Publicity Organization

Bill Doll is reactivating his 25-year-old publicity organization, Bill Doll and Company, after four years during which he was working on a basis of exclusivity first with the late Michael Todd and later with Joseph E. Levine. He is now handling other enterprises. (Continue on page 2)

TELEVISION TODAY—Page 6

N. Y. Senate Action on Classification Bill Now in Doubt; Referred to Rules Committee

Special to THE DAILY

ALBANY, N.Y., March 28.—A hitch may have developed in Senate action on the Younglove film classification bill, which passed the Assembly last Wednesday night by a vote of 124 to 25. The companion Duffy act was "starred" on third reading in the upper house, but when the Younglove measure reached there, it was not substituted for the Senate bill. Instead, the Assembly act was referred to the rules committee.

This means the proposal must be favorably reported from committee, advanced to third reading and move for a vote—before the scheduled adjournment of the legislature late this week.

"At this stage, referral to the Senate rules committee does not look good for the bill," an informed source said today. Subsequent developments could change such an appraisal, of course.

Silver Services Held; Was S.W. Zone Manager

Special to THE DAILY

PITTSBURGH, March 28. — Services were held today for Maurice A. ("Moe") Silver, zone manager for the 58 Stanley Warner theatres in the Tri-State area. Burial was in Rodef Shalom Cemetery.

Silver, 67, returned recently from (Continued on page 7)

Name Production Staff For 'Oscar' Telecast

From THE DAILY Bureau

HOLLYWOOD, March 28. — Members of the production staff for 32nd annual "Oscar" show April 4 were announced by general chairman Valentine Davies. Those named will (Continued on page 6)

All Anti-Theatre Bills Defeated in Virginia

Special to THE DAILY

VIRGINIA BEACH, Va., March 28. —No measures adversely affecting the motion picture industry were passed in the session of the state General Assembly recently ended, it was reported here at a combined meeting of the board of directors of the Vir- (Continued on page 7)

Protestant Unit Backs Younglove Committee

Special to THE DAILY

ALBANY, N. Y., March 28. — The legislative commission of the State Council of Churches (Protestant) has filed a memorandum urging continuation of the Joint Legislative Commit- (Continued on page 5)

First Tapes Collected Show 90% of Telemeter Subscribers Bought Debut

Special to THE DAILY

TORONTO, March 28.—Early results of Telemeter's operation here indicate 90 per cent of the 1,000 subscribers paid to watch it opening night.

First tapes were being examined this week. With a little over 300 already collected, a trend is indicated. Officials say a bad blizzard the night of the opening, Feb. 26, and the novelty of the pay-TV system account for the initial high showing.

With the crew now being used, Telemeter figures 50 to 60 tapes can be taken from the attachments daily.

With the operation of Telemeter expanded, there are now 20 crews working on installations and connec-

tions. There is an objective of 40,000 installations, including Toronto, an enlargement from the originally planned 5,000 installations in Etobicoke.

Some 2,000 sets are now connected for Telemeter, with most of the attachments coming in a continuous flow. The only deficiency in parts now is a gear needed for the master antenna (Continued on page 7)

Meet Again Today

Strike Talks of Subcommittees Seen Fruitful

Setting Details, Says Dales; Full Committee Tomorrow

By SAMUEL D. BERNS

HOLLYWOOD, March 28.—Hope that the strike of the Screen Actors Guild against the major producers would be over before the end of the week rose today as subcommittees of SAG and the Association of Motion Picture Producers met in closed session which lasted almost 4 hours, following which John L. Dales, national executive vice-president of the SAG, stated, "We are making progress in working out the details." The subcommittees will meet again tomorrow at 10 A.M., with a full-committee conference scheduled for Wednesday at 2 P.M.

The meeting of subcommittees held today was arranged on Saturday following a three-hour AMPP-SAG session. At the conclusion of the weekend meeting a statement reporting "progress" was issued by both sides (Continued on page 5)

Bar Tape Recording In TV Booking Trial

A secret tape recording alleged to contain a conversation held during a television station's film-buying negotiations with Associated Artists Productions was struck out as inadmissible evidence in New York Federal Court yesterday, as the government's "block-booking" case against six film and television companies began its fourth week.

During cross-examination, the wit- (Continued on page 6)

Bill on Film Income Approved by Senate

From THE DAILY Bureau

WASHINGTON, March 28. — The Senate has approved a bill making it clear that income from the use of motion picture films, classified by the Treasury as rents rather than royal- (Continued on page 6)

PERSONAL MENTION

MARTIN MOSKOWITZ, 20th Century-Fox assistant general sales manager, is in Chicago today from New York. From there he will go to Des Moines.

MAXWELL ARNOW, Columbia Pictures studio executive, left Hollywood yesterday for London, Munich, Vienna, Rome and Paris.

JOSEPH HAZEN, partner in Wallis-Hazen Productions, has returned to New York from the Coast.

ADRIAN WORKER, managing director of Shepperton Studios, London, left there yesterday for Greece, where he will confer with CARL FOREMAN on "The Cuns of Navarone."

DINO DE LAURENTIS arrived in New York on Sunday from Rome.

SYLVAIN COLDMUNTZ, vice-president of Zenith International Film Corp., arrived in New York at the weekend from Belgium.

OSCAR GALENTER, office manager for Universal in Denver, is a patient at General Rose Hospital there.

PHIL DAVIS, writer-producer for Cinemagic International's new cartoon series, "Hound for Hire," has arrived in New York from Hollywood.

BOB NELSON, owner of the Liberty Bell Theatre, Leadville, Colo., is convalescing at his home there following a heart attack.

'Lady' Big in L. A.

Columbia's "Who Was That Lady?" grossed a big \$19,150 in its first three days at Grauman's Chinese Theatre in Los Angeles, the company reported here. The theatre management said that the three-day gross was the biggest registered by any film in recent months.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"HOME FROM THE HILL"
Starring
ROBERT MITCHUM • ELEANOR PARKER
A SOL C. SIEGEL PRODUCTION
FROM M-G-M IN GINEMASCOPE AND METROCOLOR
and ON THE GREAT STAGE "MUSIC BOX PARADE"

'Exodus' Seats on Sale As Film Starts

Advertisements appearing yesterday in Fifteen major newspapers in New York, Chicago and Los Angeles and reaching nearly 30,000,000 families, announced that Otto Preminger's "Exodus," which went before the cameras yesterday in Israel, will open in these cities in December. The ads also placed tickets on sale for the opening engagement.

Believed to Be First Time

This is said to be the first time in motion picture history that premiere ticket reservations were placed on sale the same day that filming of the production began. "Exodus" will open Dec. 15 at the Warner Theatre, New York; on Dec. 16 at the Cine-Stage in Chicago, and on Dec. 21 at the Wilshire Theatre in Beverly Hills. Reservations for opening day are being accepted by these theatres. The two-a-day engagements are unlimited.

Don Foster Is Head Of Intermountain Club

Special to THE DAILY

SALT LAKE CITY, March 28.—Don Foster, Paramount Pictures branch manager, has been elected president of the Intermountain Motion Picture Club. DON Tibbs, branch manager of Allied Artists was named first vice president; C. R. Wade, Universal branch manager, second vice president; Keith Pack, Warner Brothers branch manager, secretary, and K. O. Lloyd, Twentieth-Century Fox branch manager, treasurer.

Committee Heads Named

Committee chairmen appointed were John N. Krier, vice president and general manager, Intermountain Theatres, legislative committee; public relations and publicity, Tom Philbin, Universals; charity and welfare, Clyde Blasius, Associated Amusements Co.; entertainment, Harry Swanson, Paramount; finance, Ellis Everill, Park-Vu Drive In Theatre, and membership, Russ Dauterman, exhibitor. The board of directors and committee chairmen will meet April 11.

'Suzie Wong' Ship Sails

HONG KONG, March 28.—20 augment the international promotional campaign for Ray Stark's "The World of Suzie Wong," a Paramount Technicolor release, a 41-foot schooner named "Suzie Wong" has left here for a round-the-world voyage to New York City. The schooner, manned by four American ex-servicemen and a Hong Kong-bred Chow pup, will journey 20,000 miles during the next eight months endeavoring to reach the United States in time for the release of the picture in late 1960.

Bell & Howell Earnings 15% Ahead 2nd Year

Special to THE DAILY

CHICAGO, March 28.—Net earnings of Bell & Howell were 15 per cent ahead for the second successive year and sales increased 4 per cent in 1959, according to the company's annual report released today. Net income for 1959 amounted to \$3,460,798 with sales of \$61,261,148, both new records, according to Charles H. Percy, president.

The annual report also covers 1959 results for Consolidated Electro-dynamics Corporation, or CEC, which was merged into Bell & Howell in January of this year, as well as combined reports for the two companies. On a combined basis, 1959 sales of Bell & Howell and CEC were \$105,145,072, pre-tax earnings \$9,930,834 and net earnings \$4,904,834, or \$1.34 per common share.

Earnings \$3,460,798

For Bell & Howell alone, sales of 61,261,148 compared with \$59,014,500 in 1958. Earnings before taxes were \$6,884,798 versus \$6,359,367 the previous year. Net earnings increased from \$3,009,367, or \$1.20 per share, in 1958 to \$3,460,798, or \$1.33 per share, last year.

Pepsi-Cola '59 Sales, Earnings Highest Yet

Pepsi-Cola Company in 1959 had the highest sales and earnings in its history, Herbert L. Barnett, president, tells stockholders in the annual report released today.

Earnings, after provision for taxes and foreign activities in 1959 were \$13,873,843, a 20 per cent increase over \$11,547,954 after taxes, as reported in 1958.

The 1959 net income is equal to \$2.17 per share on 6,384,415 shares outstanding compared with \$1.88 per share on 6,138,755 shares in 1958.

In addition, the company held in reserve and did not include as earnings for 1959 or 1958 certain income of foreign subsidiaries which in years prior to 1958 it had been the custom to report as earnings. Provision for this reserve in 1958 amounted to \$791,693 or 13 cents per share on stock of the company outstanding at the end of 1958.

Provision for this reserve in 1959 amounted to \$1,490,517 or another 23 cents per share on stock outstanding at the end of 1959.

Plaza Books 'Fugitive'

Tennessee Williams' "The Fugitive Kind" will open at the Plaza Theatre here, on Thursday, April 14. As previously announced the film will also open at the Astor Theatre on Broadway, the same day.



Only 6 Days 'til OSCAR D
Tell your party and friends tune in to NBC-TV or NBC-R for the big show of the year

Colombia Branch Wins UA 40th Year Drive

United Artists' Barranquilla (Colombia) branch has won the grand prize in the company's international anniversary drive, it was announced by Louis Lober, vice-president in charge of foreign operations, served as captain of the drive.

The Barranquilla office, managed by Alfred M. Criollo, topped the UA overseas branches in Europe, Asia, Africa, Australia and North America that competed in the contest, which registered the biggest foreign business in the history of the company. Criollo's reward will be a trip to the United States.

Top Cash Award to France

Lober concurrently announced the top cash award in the exhibition phase of the 12-month campaign has gone to France, whose main director is Georges Rouvier. Singapore office, headed by Chok, has won first place in the administration competition.

Doll to Reactivate

(Continued from page 1)

tainment and industrial accounts will continue to serve as executive consultant on publicity and exploitation for Joseph E. Levine's Embassies Corp. and general press agent Michael Todd, Jr's activities.

Key members of the staff will include Dick Williams, Midori Tsuji, Ira Mangel, who will head a new formed division for personal management and mass ticket sales.

Century to Springfield

The Areade Theatre in Springfield, Mass., has contracted for the installation of the 70/35mm projection system of Century Projector Company. It was disclosed on Friday by F. E. Cahill, Jr., Century Projector president.

N. E. Meeting Slated

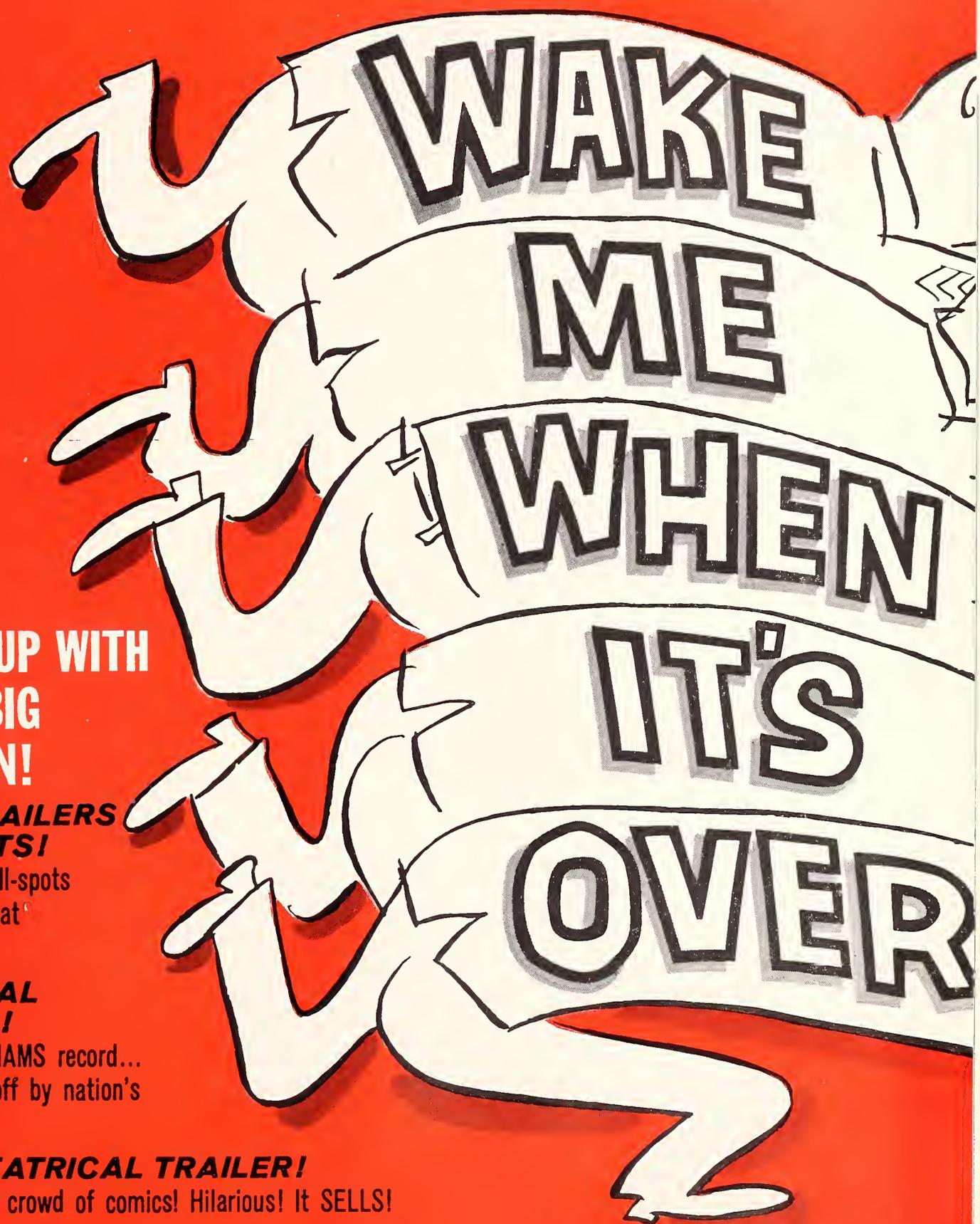
BOSTON, March 28.—The Independent Exhibitors and Drive-In Theatre Ass'n. of New England will hold its annual regional convention March 13 through 15 at the Chatham Inn, Chatham, Mass.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau: Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallar, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies, 15c.

Ready For Easter...

the great comedy of 1960

Mervyn Le Roy's



**WAKE 'EM UP WITH
THIS BIG, BIG
PROMOTION!**

**FREE TV. TRAILERS
RADIO SPOTS!**

Biggest array of sell-spots
yet! Riotous, off-beat
attention-getters!

**SENSATIONAL
TITLE SONG!**

Terrific ANDY WILLIAMS record...
coast-to-coast playoff by nation's
leading disc-jocks!

SMASH THEATRICAL TRAILER!

Features the film's crowd of comics! Hilarious! It SELLS!

HUGE BOOK SALE!

Bantam Books paperback special...timed to hit with maximum effect. First printing will be read by millions!

What Le Roy's "No Time for Sergeants" hilariously did for
(and to) the Army...what his "Mister Roberts" hilariously
did for (and to) the Navy...he now does riotously,
but riotously for (and to) the Air Force!

Mervyn Le Roy's
PRODUCTION OF

"WAKE ME WHEN IT'S OVER

STARRING

ERNIE KOVACS
MARGO MOORE
JACK WARDEN
NOBU McCARTHY
AND INTRODUCING
DICK SHAWN

SCREENPLAY BY
RICHARD BREEN

CINEMASCOPE
COLOR by DE LUXE



Younglove Backs Report's Findings

Special to THE DAILY

ALBANY, N.Y., March 28. — Commenting today on the findings of the joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material in its annual report filed at the weekend, stressing the "need for continuing and strengthening the motion picture division of the State Education Department," Chairman Joseph R. Younglove said.

"We realize motion pictures contribute greatly to cultural, educational and recreational values. While all motion pictures shown in this state are licensed by that division, there are some which have been given a pass, because of court decisions, and over the objections of the Board of Regents."

Favors Educational Pattern

"It is therefore apparent," Assemblyman Younglove continued, "that all the pictures licensed do not contribute to the desired educational advancement. We would like to have motion pictures fit into that educational pattern: would like to make the motion picture division even more effective than it now is."

One of the ways to achieve the latter, in the joint committee's opinion, is the "enactment of legislation to vest authority in the motion picture division to issue an advisory opinion on films believed suitable for children attending elementary and secondary schools."

Now Pending in Senate

This is sought via the Younglove-stuffed Bill, which passed the Assembly last week, by a vote of 124 to 25, and which pends in the Senate.

The Younglove measure was referred to the Senate Rules Committee.

Referring to another recommendation by the joint legislative committee that "every effort be made to encourage and promote effective self-regulation within the motion picture and publishing industries," Younglove commented, "we would like to have them bear down a little harder along the lines of accepted standards." He specifically mentioned the motion picture industry in this connection, and added.

No 'Decency Commission'

"No bill will be introduced at this session of the legislature for the establishment of a permanent decency commission"—as recommended in the committee's annual report. Such a measure would be presented "only after an exhaustive study," he declared.

The recommendation for a "decency commission" explained that it would be "charged with the duty of conducting a continuing specialized study of the mass media of communication, of reporting to the legislature relative to the same, of maintaining liaison with enforcement

FEATURE REVIEWS

The Threat

Randeanu—Warner Bros.

HARTFORD, March 28

A modestly-budgeted topical drama, this lists Charles R. Randeanu as both producer and director, working from a screenplay and original story by Jo Heims. Thespian marquee weight, admittedly light, carries the impetus of fresh faces striving mightily indeed within a conventional framework.

Robert Knapp grim-faedly plays a police sergeant who kills a hoodlum, subsequent police force opinion attributing the deed to Knapp's sore-headedness over said hoodlum's romantic attachment for a one-time Knapp girl friend, one Mary Castle.

Along about here, Knapp is the recipient of threatening notes. His brother, James Seay, is understandably concerned, but is told by Knapp that an individual must go on life's path to understanding with resoluteness and nary a touch of timidity.

The long finger of circumstance points to peripatetic Knapp when a young punk is found murdered. Knapp goes into hiding; the upshot of this unfortunate episode finds moralistic Seay guilty. (Ensuing dialogue explains that Seay has been excessively jealous over Knapp's womanly encounters). Seay, attempting to shoot his brother, is shot by Lisabeth Hush, another of Knapp's romantically-inclined girl friends.

The fadeout has Knapp, determined not to wander on life's highway alone anymore, marrying Linda Lawson, who's had the best of thoughts for said gentleman over the years. Running time, 65 minutes. Adult classification. Release, in March.

A.M.W.

agencies and of recommending such legislation as may be appropriate."

The committee report found that "the youth of this state is being bombarded by the mass media with descriptions and portrayals of crime, illicit sex, immorality, perversion and brutality," and also, that "there is a rising tide of criticism and alarm relative to these practices which undermine moral values, foster disrespect for authority and breed delinquency."

A third finding read: "that foreign and domestic pictures dealing with rape, homosexuality, pre-marital and extra-marital relations, nudity, juvenile delinquency, violence and terror are being exhibited in this state in increasing number."

The committee's report declared, "These pictures are unsuitable for viewing by juveniles." It also found an "urgent need to curtail the television display of crime, violence, horror and brutality which readily serves as a factor in impairing the ethical, mental and moral development of impressionable youth."

Likewise, the joint committee held that: "despite the efforts of police,

A Kiss for a Killer

Speva—Valiant Films

HARTFORD, March 28

This Speva Films production, based on the James Hadley Chase novel, contains the considerable talent of Mylene Demongeot, Henri Vidal (whose U. S. releases have included the very successful UA-distributed "La Parisienne," which co-starred Charles Boyer and Brigitte Bardot), and Isa Miranda, under Henri Verneuil's knowledgeable direction. French dialogue is dubbed into English.

The screenplay, credited to Verneuil, Annette Wademant and Francois Boyer, has M. Vidal as a bank clerk assigned to handle some business for an important client, widowed Isa Miranda. The predatory Vidal talks his way into marriage and a life of ease. The lure of sensual Mylene Demongeot, Mlle. Miranda's secretary, proves too great; Vidal tosses caution to the wind, plots his wife's death with the secretary.

Upshot of the scheming finds Mlle. Miranda killed in a rigged auto "accident." When the will is read, however, Vidal discovers that except for a small monthly pension to him, the estate is left to Mlle. Miranda's son, who turns out to be Mlle. Demongeot's fiance. Mlle. Demongeot then proceeds to shoot Vidal, places the gun in his hand to simulate suicide and prepares to leave the grounds. Remembering that she left her purse behind, she returns, and the dying Vidal kills her.

Music is by Paul Durand and costuming by Christian Dior. Christian Matars has provided some effective photography.

Running time, 85 minutes. Adult classification. Release, current.

A.M.W.

business in outright pornography continues at a profitable rate and poses a clear, present danger to the people of the state; themes of sexual promiscuity, lust or perversion continue to dominate many best selling hard cover and 'paperback' books. The latter are being displayed in vividly illustrated covers which adequately advertise the salacious nature of their contents: obscene and semi-obscene phonograph records are appearing more frequently and more openly in various areas of the state."

Federal Law Seen Unnecessary

The committee asserted, "Jail sentences rather than fines are the best deterrents to the peddlers of pornography. There is a need for additional Federal legislation to authorize the Post Office Department to deny second class mailing privileges to the merchants of sex."

Finally, its report stated, "There is need for constant specialized study and evaluation by the legislature of the various and changing problems which arise in the course of the battle against filth."

Strike Talks

(Continued from page 1)

in which they also said, "as evidence of that progress a meeting of subcommittees has been scheduled for 2 P.M. Monday in the AMPP offices to deal with special issues."

Saturday was the second time since the strike began March 7 that a statement of "progress" was made. On March 11, the actors agreed to sidetrack their demands on post-1948 films sold to television. The three main issues then taken under discussion were the actors' demand for a five per cent non-contributory assessment on actors salaries to be paid by producers into a health and welfare and pension fund; the payment of a lump sum into a pension fund, recognizing actors past service credits to make them even with those in the industry that were on a pension fund plan since 1954; and payment for post-1960 films which may be sold to TV.

Attending Saturday's meeting for the producers were Charles S. Boren, Eugene Arnstein, Alfred Chamie, Maurice Benjamin, Ben Batchelder, Saul Rittenberg, E. Delavigne, Lew Schreiber, Y. Frank Freeman, T. Leonard, B. B. Kahane, Ray Klunc.

Negotiators for the actors included John L. Dales, Leon Ames, Chic Chandler, Frank Faylen, Chet Migden, Ken Thomson, Pat Somerset, William Berger and SAG president Ronald Reagan.

Protestant Unit

(Continued from page 1)

to Study the Publication and Dissemination of Offensive and Obscene Material. A resolution extending its life to March 31, 1961, with an appropriation of \$25,000, was recently introduced by the rules committee.

The memorandum stated: "We believe the continuing and thorny problem of dealing with offensive and obscene material must be within the narrow area between unbridled license on the one hand and arbitrary censorship on the other."

"We believe that the Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material, under its present leadership, will exercise due precaution in its recommendations and should be continued."

WOMPI Telephoning 1,000 To Promote 'Oscar' Show

Special to THE DAILY

JACKSONVILLE, March 28.—Each member of the local chapter, Women of the Motion Picture Industry, has been assigned a section of the city's telephone directory to make 1,000 notification calls in aid of the Academy Awards TV show the night of March 4.

Mary Hart, WOMPI president, states that the strong selling point when making the telephone contacts has been informing the person at the other end of the line that the program will have no commercials.

TENT TALK

Variety Club News

CLEVELAND — For the benefit of Variety Club's fund-raising program, a special family matinee will be held on April 12, during the spring vacation period in 16 key neighborhood theatres here. Other fund-raising projects are under discussion.

△

ALBANY, N. Y. — Tent No. 9 is expected to move by May 1 to new quarters in the Albany Club, in the downtown business section, adjoining a new restaurant and a parking lot. The club's present building on State Street, will be sold, according to present plans.

△

NEW ORLEANS — Tent No. 45 is considering moving its present quarters some time around the end of April to a location in the French Quarter. At the same time a group from the club is making plans to attend the International convention in Toronto, May 31 to June 4. The first to complete arrangements are D. M. Brandon, J. H. Calvin and L. C. Montgomery, and their wives.

Tallahassee Theatre Destroyed in Fire

Special to THE DAILY

TALLAHASSEE, Fla., March 28. — This city's leading motion picture theatre, the downtown Florida, was completely destroyed by a \$500,000 fire after closing last Friday night. Cause of the blaze was unknown.

Manager Tommy Hyde indicated that rebuilding plans may be announced shortly. The Florida was owned by Fred Kent, Jacksonville attorney, who also operates two other theatres here and four in the Jacksonville area.

Cinerama in Africa

Cinerama will be seen for the first time on the African continent when a specially-constructed all-Cinerama theatre is opened in December of this year in Johannesburg, South Africa. Construction will start in mid-June on a million-dollar, 1,200-seat theatre, which is being built by Drama Entertainment, Ltd. Deal for the exhibition of Cinerama pictures was concluded last week by B. G. Kranze, vice-president of Cinerama, Inc., and N. I. Fink of the Johannesburg company.

Lasky Completes 'Honor'

HOLLYWOOD, March 28. — Jesse Lasky, Jr. completed his work over weekend on the screen play for Motion Picture Associates' "On My Honor," the Cecil B. DeMille-planned film dramatization of the scouting movement and its founder, Lord Robert Baden-Powell. The property is being prepared for the screen by Henry Wilcoxon.

Booking Trial

(Continued from page 1)

ness who produced the tape, William Putnam of WWLP-TV, Springfield, Mass., admitted the recording was made the same day he was visited by Department of Justice anti-trust attorneys who were then preparing their case against AAP, United Artists, National Telefilm Associates, C & C Super Corp., Screen Gems and Loew's, Inc., (MGM).

Both the witness and government attorneys said yesterday, however, that the tape recording was coincidental to the visit. Judge Archie O. Dawson refused to allow it in evidence.

Putnam also testified that in 1956 United Artists' salesman refused to break up film packages they were offering to his station, although he said he offered a premium if they would do so. Putnam was followed on the stand by Wallace Sawyer, the station's program director, who also testified about film-buying negotiations with UA and NTA.

O'Hare Named

(Continued from page 1)

company since 1957. Prior to this, he was associated with the Century Theatres in their advertising department, free lanced for MGM and in 1955 joined the Distributors Corporation of America.

In making the announcement of the new appointment, Gunsberg noted that O'Hare's varied experience with both commercial and specialized films "will be particularly valuable to the distribution and production pattern at Continental." During his tenure at Valiant, O'Hare was responsible for the advertising, publicity and exploitation campaigns on such diverse films as "I am A Camera," "Rondon," "Gold of Naples," "Tamango" and "Private's Progress."

Bill on Film Income

(Continued from page 1)

ties, is not to be considered as income to a personal holding company.

A similar measure, which did not specifically exempt motion picture income, was earlier passed by the House. Informed sources expect the House to adopt the Senate version upon final passage.

2 for Rugoff & Becker

Rugoff and Becker Theatres announced it has been appointed by the new New Yorker Theatre, on Broadway and 88th Street, to serve as its buying agent, in the selection and booking of films for this recently renovated and renamed theatre. Another addition to the Rugoff and Becker group of theatres is the Waverly Theatre on Sixth Avenue at 3rd Street. Rugoff and Becker will book the Waverly Theatre in association with its president, Sol Ravitz, who has joined the Rugoff and Becker organization, in the capacity of film booker and buyer, as part of the buying unit which is headed by Leonard Lightstone.

Television Today

'Oscar' Show Set Biggest SMP Equipment Exhibit

(Continued from page 1)

work under producer Arthur Freed and co-directors Vincente Minnelli and Joe Parker. John Houseman is assistant to Arthur Freed.

This year's writing staff will consist of Dick Breen, Hal Kanter, Jack Rose and Melville Shavelson. Writers for Bob Hope, who will serve as master of ceremonies, will be Mort Lachman, Bill Larkin, John Rapp, Lester White, Charles Lee and Norman Sullivan. Andre Previn will be musical director.

Preston Ames, Emile Kuri and Edward Stephenson are the art directors. Business manager is Robert Metzler, and Thornton Sargent is chairman of committee arranging the dinner at the Beverly Hilton Hotel after the show.

Edith Head repeats as costume consultant and Alan Handley will represent NBC as television producer and director for the 90-minute open-end telecast of the awards, which starts at 7:30 P.M. (PST.)

26 Cleveland Theatres Aid in 'Oscar' Contest

Special to THE DAILY

CLEVELAND, March 28. — The number of Greater Cleveland theatres which participated in the *Plain Dealer* - Academy Awards Contest, originally announced as 16, was finally increased to 26.

The *Plain Dealer* publishes the ballot of Academy nominees in all categories for five days—March 23 through March 27 and offers \$200 first prize to the contestant submitting the ballot most nearly duplicating the actual winners. Theatres contributed annual, semi-annual and monthly passes as subsequent prizes.

ABC Appoints Mitchell

John H. Mitchell, vice president in charge of KGO-TV and KGO Radio, San Francisco, has been appointed manager of the recently formed Central American Television Network, it was announced by Donald W. Coyle, ABC vice president in charge of the international division. In his new position, Mitchell will be in charge of the new network which includes stations in five Central American countries—Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. CATVN was formed when broadcasters from these countries met with ABC officials in New York last month.

11 TV Series at W.B.

HOLLYWOOD, March 28. — Production of a new television series under the title "Surfside Six" was announced by the Warner Brothers TV division yesterday, bringing to a total of 11 the number of weekly shows emanating from the Burbank studio.

The equipment exhibit at the 8 convention of the Society of Motion Picture and Television Engineers, March 1-7 at the Ambassador Hotel, Los Angeles, will be the biggest in the history of the Society, according to exhibit chairman Harry Teitelbaum. More than a million dollars worth of motion picture and television equipment for entertainment, industry, search and development and military uses will be shown during the convention week, he said.

For the first time the Society fits itself in a position where it must range for additional hotel space to house the huge exhibit. Radio Corporation of America alone will fill seven hundred square feet of floor space for a giant video tape display which will be in operation. American Corporation will also show video tape equipment in operation.

Leading Firms Represented

Among the companies that will participate in the exhibit are the following: Magnasync Mfg. Co. Ltd., North Hollywood, Calif.; Prestoseal Mfg. Corp., Long Island City; Radio Corporation of America, Camden, N. J.; Precision Labs, Inc.; Brooklyn, N. Y.; S.O.S. Cinema Supply Corp., New York; Bach Auricon, Inc., Hollywood; Computer Measurements Co., Sylmar, Calif.; Mole-Richardson Co., Hollywood; Arriflex Corp. of America, New York; Florman & Babb, Inc., New York; Neumade Products Corp., New York; Camera Equipment Co., New York; Birns & Sawyer, Hollywood.

Also Bell & Howell Co., Chicago; Houston Fearless Corp., Los Angeles; Great Books of the Western World, Los Angeles; Ryder Sound Service, Hollywood; Ampex Corp., Redwood City, Calif.; Karl Heitz, Inc., New York; Lipsner-Smith Corp., Chicago; J. G. McAllister Inc., Hollywood; Moviola Mfg. Co., Hollywood; Tri-Cor, Encino, Calif.; Westrex Corp., Hollywood; Federal Mfg. & Electronic Corp., Garden City, L. I., N. Y.; Electronic Systems Inc., Danville, Calif.

Hickman, Davalos Will Star in 'Blue and Gray'

Darryl Hickman and Dick Davalos will star in "The Blue and the Gray," the full-hour filmed dramatic series set in the American Civil War and to be presented weekly on the National Television Network during the 1961-62 season, it was announced by David Levy, vice-president, programs and talent, for the network.

Hickman will portray Ben Canfield whose actions favor the North, and Davalos will enact the role of his brother, Jeff Canfield, whose sympathies lie with the South.

PEOPLE

Telemeter

(Continued from page 1)

for apartments. The backlog of sets for which attachments are on order is decreasing all the time, according to officials.

Actual plans for expansion of the service in the city proper will be held out this coming summer. Center of operations at the moment is in Etobicoke, western suburb of Toronto, where the studio is also located.

A continuing survey is being made for Telemeter by Canadian Facts Limited. They are studying the viewing habits of those with Telemeter attachments, as well as their programming habits, age groups of those watching, and appraising the socio-economic levels of those with the sets.

Telemeter said they recognize that its operations will have a novelty value in the first six months, thus they must have a comparison in the two periods, to determine the direction of their operations.

Report 135 Films

(Continued from page 1)

scene stills around which any newspaper can build an interesting and timely feature story.

The Association plans to furnish similar stories on a regular basis to the daily press throughout the year.

Silver Dies at 67

(Continued from page 1)

an extended Florida vacation following hospitalization in Montefiore Hospital, Pittsburgh, for a heart condition.

He collapsed Friday night in the Pennsylvania Railroad Station, Pittsburgh, while enroute to New York with his wife to attend a Stanley Warner board of directors' meeting.

Silver began his show business career at Lowell, Mass. in 1916 and came to Pittsburgh in December, 1941 after working for Warner Bros. in New York, Los Angeles and Albany.

He was a past chief barker of Tent No. 1, Variety Club and chairman of the club's Camp O'Connell for 11 years.

He was national exhibitor chairman of the Will Rogers Memorial Hospital and was active in the National Conference of Christians and Jews. In addition to his wife, a daughter, Barbara, and three sisters survive.

Royalty Attends Bow Of 'Can-Can' in London

From THE DAILY Bureau

LONDON, March 28.—"Can-Can," in Todd-AO made its initial international debut here over the weekend at the Metropole Theatre with numerous members of royalty in the audience. "Can-Can" girls arrived in full costume, to the delight of thousands of cheering spectators and newsmen.

A jeweled garter, worn by a famous London model was insured for 15,000 pounds (\$42,000) and was guarded more closely than the covey of distinguished diplomats.

James F. Curtis has been elected vice-president, overseas operations, and Joseph F. Hale has been named vice-president, technical services, for Royal Crown Cola Co. Curtis, a veteran of the industry, joined Royal Crown last year. Hale has been associated with the beverage company since 1944.

□

John Bischoff, active in the Chicago exhibition field since 1936, except for a period of war service in the U. S. Army, has been named manager of the new 53 Outdoor Theatre, 2,000-car drive-in scheduled to open on Apr. 15. Since 1948 he has been manager of the Brighton Theatre.

□

Ed Rieder, formerly on the staff of New's State Theatre, Cleveland, has been designated assistant manager of New's Ohio Theatre, Columbia.

Layer to San Juan or 'Ben-Hur' Meets

Metro-Goldwyn-Mayer International executives, headed by vice president Seymour Mayer, are convening in San Juan, Puerto Rico, today for the Latin American premiere of "Ben-Hur" on March 30 and to attend a series of meetings on plans for the film's forthcoming engagements throughout South America. Mayer flew to the island capital yesterday to preside at the meetings which will outline advertising, publicity and promotion for the picture. Similar meetings were held last week in Chicago by the domestic "Ben-Hur" staff in discussing the upcoming United States and Canadian openings.

Anti-Theatre Bills

(Continued from page 1)

National Motion Picture Theatre Association committee chairmen for the annual convention.

The legislative report pointed out that a "tremendous number" of bills affecting theatres were submitted to the Assembly this year, including one that would have placed a tax on film rentals. Exhibitors also testified at hearings regarding the weight of packages hauled on buses which would have seriously affected the hauling of film and on Sunday openings and closing which could have affected the operation of concession stands.

All these and others were defeated through efforts of VMPTA and Robert T. Barton, Jr., its general counsel, at the exhibitor meeting was told.

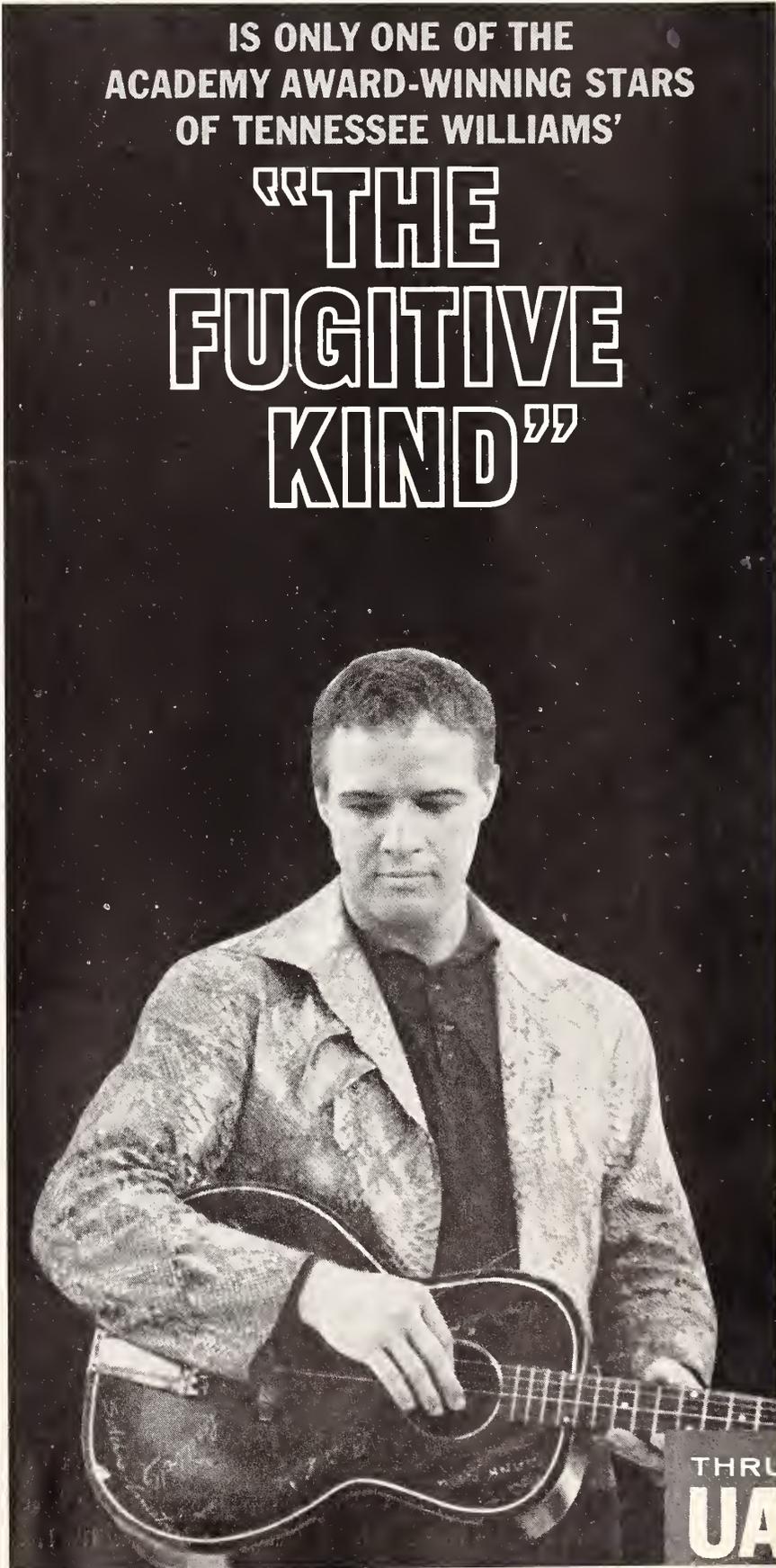
In addition plans were discussed for the annual convention to be held here July 26-28. Highlights will include the annual golf tournament; president's reception, game night and dinner-dance.



MARLON BRANDO

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of all time
...from
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SHOOTING**

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that made
top horror
of the decade

TECHNICOLOR

starring

PETER CUSHING • FREDJA JACKSON • MARTITA HUNT • YVONNE MONLAUR

Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY • Directed by TERENCE FISHER • Produced by ANTHONY HINDS

Executive Producer MICHAEL CARRERAS • A Hammer Film Production • A Universal-International Picture



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the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



L. 87, NO. 61

NEW YORK, U.S.A., WEDNESDAY, MARCH 30, 1960

TEN CENTS

Meet in Chicago

Allied Board Resolutions Hit Trade Dealings

Allow EDC-Bulletin Line; Membership Jump Cited

Special to THE DAILY

CHICAGO, March 29.—The board directors of Allied States Association, which has been comparatively quiet for some months on its one-time favorite subject—objection to current trade practices—devoted the final day of its two-day meeting here to that familiar topic and emerged with a number of condemnatory resolutions. It will be noted that some of the resolutions deal with matters that have been the subject of recent bulletins issued by Allied's Emergency Defense Committee, sent out by Truman T. Ambusch, chairman of the EDC. Resolutions voted by the board here today were as follows:

Unreasonable clearances. The board
(Continued on page 3)

See Classification Bill Thymied in Committee

Special to THE DAILY

ALBANY, N. Y., March 29.—Signs continued pointing today to the possibility the Senate would not approve, prior to adjournment, the Assembly-passed Younglove film classification bill.

When the measure—adopted in the lower house by 124 to 25—reached the Senate, it was sent to the rules committee.
(Continued on page 7)

Technical Achievement Awards Set by Academy

From THE DAILY Bureau

HOLLYWOOD, March 29—Awards for scientific and technical achievement to be presented by the Academy of Motion Picture Arts and Sciences at a banquet following the Academy Awards show Monday night were announced today by Academy president B. Kahane as follows:

Plaques, signifying Class 11
(Continued on page 3)

TELEVISION TODAY—Page 6

Harling Urges 'Unremitting Warfare' On All Pay-TV at ITO Arkansas Meet

Special to THE DAILY

LITTLE ROCK, March 29.—Unremitting warfare on pay-TV, whether through the air or by wire, was recommended to the annual convention of the I.T.O. of Arkansas at the Marion Hotel here today by Philip F. Harling, assistant to the president of Theatre Owners of America, and chairman of TOA's anti-pay tv committee.

Judge Hits Gov't. TV Trial Tactics

Judge Archie O. Dawson, presiding in the government anti-trust suit against six motion picture distributors charging "block-booking" of films to TV, condemned government counsel yesterday morning following testimony obtained in cross-examination of William Putnam, president of WWLP in Springfield, Mass.

Putnam had testified Monday that in negotiations for Warner Bros. features he had secretly planted a tape
(Continued on page 6)

Wind Up Successful '60 Brotherhood Drive

The motion picture division's 1960 Brotherhood Campaign, under the chairmanship of United Artists vice president Max E. Youngstein, will be concluded tomorrow.

Youngstein reported that this year's fund-raising and membership drive on behalf of the National Conference of Christians and Jews received the fullest support of exhibitors and distributors.
(Continued on page 6)

REVIEW:

The Unforgiven

HHL—United Artists—Panavision

A FORMIDABLE array of talent both in front of and behind the camera is responsible for this brilliant example of the cinema art. Produced by James Hill, who guided Burt Lancaster through "Trapeze" and "Sweet Smell of Success"; directed by John Huston whose memorable successes include "African Queen" and "Moulin Rouge"; and starring Lancaster and Audrey Hepburn with Audie Murphy, John Saxon and Charles Bickford as co-stars, the production has more than enough imposing credits to load any theatre marquee.

And there is more—a strong supporting cast headed by Lillian Gish, faultless and exciting photography by Franz Planer, and, in the area
(Continued on page 7)

See Early Break

Optimism Over Settlement of Strike Grows

Main Groups Meet Today; Agreement Rumor Denied

By SAMUEL D. BERNIS

HOLLYWOOD, March 29. — Optimism over the outlook for a settlement of the 23-day-old Screen Actors Guild strike before the end of the week increased today as subcommittees considering special strike issues met for the second consecutive day following which further progress was reported.

Reports by the subcommittees are scheduled to be presented to a meeting of the main S.A.G.-Association of M. P. Producers negotiating committees tomorrow, and reportedly could
(Continue on page 2)

Home Is Youth's Guide, White House Meet Told

By E. H. KAHN

WASHINGTON, March 29. — A general feeling that mass media of all types are living up to their responsibilities and accurately reflecting today's American society was brought out at a forum on mass communications at the White House Conference on Children and Youth.

Experts on the panel—whose opinions
(Continued on page 3)

Roxy Theatre Closed; Demolition in 60 Days

The Roxy Theatre closed its doors last night in the same month that it opened 33 years ago.

Following last night's final performance of "The Wind Cannot Read" the famed Broadway theatre will stand for about 60 days when it will be torn down by Webb and Knapp, Inc. for a 900-room and 600-car garage addition to the Taft Hotel. Webb and Knapp purchased the theatre last month from Rockefeller Center, Inc. for a reported \$5,000,000.

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, will return to Hollywood tomorrow after several days of home office conferences.

EMERY AUSTIN, of the M-G-M home-office advertising-publicity department, is in Houston from New York.

JOE SOLOMON, president of Fanfare Films, has returned to New York from Dallas.

BERNIE JACON, national sales representative for Zenith International Films, will leave here tomorrow on a business trip to Charlotte, Atlanta and Dallas.

DANIEL GARY MARKS, son of **LOU MARKS**, Detroit branch manager for M-G-M, will be Bar Mitzvah on April 23 at the Beth Aaron Synagogue, Detroit. A dinner at Sammy's Avalon Room will follow the service.

JOHN MILLER, of Consolidated Pictures, Dallas, has returned there from Atlanta.

Meyer Now Paramount Executive Comptroller

From THE DAILY Bureau

HOLLYWOOD, March 29.—Barney Balaban, president of Paramount Pictures Corp., today announced the appointment of Vincent P. Meyer as executive comptroller. Meyer will be responsible for all functions relating to cost and control at the studio and will handle administrative assignments from Jack Karp, vice-president. He will also be responsible for recommendations to Karp for changes in the organization's structure designed to strengthen and streamline physical operation of the studio.

gems of showmanship!...

SPECIAL TRAILERS

by **national screen service**

Film Newcomers at Bow of 'Comedy' Here

"When Comedy Was King," 20th Century-Fox's omnibus presentation of the greatest names of the silent screen era, premiered last night at the newly-refurbished 68th St. Playhouse here to a bevy of today's young film stars who came to pay homage to the famous stars of yesteryear.

Robert Youngson's production drew 20th stars Margo Moore, who makes her debut in Mervyn LeRoy's "Wake Me When It's Over," Carol Lynley, teenage idol, Fabian, Ina Balin, who stars in Mark Robson's "From The Terrace," John Gabriel, featured in "Story of Ruth," Julie Newmar, starring in "The Rookie," and many others, to the affair.

Industry notables and dignitaries from the arts converged on the Playhouse to see the film which institutes a new first-run policy at the theatre.

600 Travel Agencies To Aid 'Song' Drive

Columbia Pictures has enlisted the aid of over 600 major travel agencies throughout the United States to promote William Goetz' "Song Without End," The Story of Franz Liszt. The Franz Liszt Sesquicentennial Committee has asked the travel agencies to develop tours to "The Land of Liszt" as a highlight of the international celebration of the 150th birthday of the 19th Century virtuoso-composer, who is portrayed by Dirk Bogarde in the film.

Special Posters Planned

The cooperating travel agencies will receive special posters featuring Bogarde and co-star Capucine, for use in windows and interior display. The "Land of Liszt" Tours and Pilgrimages are being arranged with the cooperation of the Austrian Government Tourist Bureau and are expected to continue throughout the Liszt Sesquicentennial Year, 1960-61.

Six Weeks for 'Mouse'

NEW ORLEANS, March 29.—Columbia Pictures' "The Mouse that Roared" has just completed a six-week engagement at the Civic Theatre here, which estimates the average weekly gross at \$2,500. The run is the third longest in the history of the House.

Harry Lush, 69, Dead

DETROIT, March 29.—Word has been received here of the death in Aguanga, Cal., of Harry Lush, 69, retired Michigan exhibitor. He built and operated the Penn Theatre in Plymouth, Mich. He was a member of Variety Club of Detroit.

'Ben-Hur' Nears \$6,000,000 Gross

"Ben-Hur" has grossed close to \$6,000,000 in less than five months, MGM reported yesterday. The film, now playing to virtual capacity in its first 27 engagements, is set to open in an additional 45 cities before July 4.

Nuclear Unit Reception At Youngstein Home

From THE DAILY Bureau

HOLLYWOOD, March 29.—A reception for all sponsoring members of the local chapter of the National Committee for a Sane Nuclear Policy, will be held here on April 9 at the home of Max E. Youngstein, treasurer of the organization. The sponsoring committee of the group topped the 150 mark this week with the addition of Milton Berle, Groucho Marx, Red Buttons, Joanne Woodward, Jeff Chandler, Carroll Baker and Arthur Miller to the list of active members.

The group was formed some seven months ago by co-chairmen Robert Ryan and Steve Allen to urge an effective permanent world-wide ban on the testing of nuclear weapons.

Set 'Congo' for 30 New England Theatres

Special to THE DAILY

BOSTON, March 29.—Plans for opening "Masters of the Congo Jungle" in 30 theatres throughout the New England area, following a premiere in Boston on the night of April 6, were announced here today by Nat Weiss, 20th Century-Fox publicity manager, and Henri Storck, producer of the film.

The Boston opening will be at the Paramount Theatre for the benefit of the Peabody Museum at Harvard University. It will be backed by a New England-wide radio and TV campaign.

Weiss and Storck held a press conference today at the Statler-Hilton Hotel with the Belgian Consul and his wife who will participate in the benefit event.

Weiss and Storck return to New York tomorrow.

Award for 'Flanders'

Alex Harrison, 20th Century-Fox general sales manager, yesterday received the National Achievement Award of The Boy Scouts, on behalf of "A Dog of Flanders." Presented at the Fox home office, the scroll and award lauds the film company's policy of family entertainment and "continued vigilance for the highest possible advertising codes."

Strike Crisis

(Continued from page 1)

lead to an early or even immediate settlement of the strike.

So widespread and confident is the expectation of a break in the controversy that a report that an agreement had been reached today swept the production community and was circulated over the land by news wire services before an official denial overtook it. For a few hours, A.M.P.P., S.A.G. and studio offices were swamped with calls, many from distant points, inquiring about the reported strike settlement.

Before noon, however, Charles Boren, head of the A.M.P.P. negotiating committee, and John L. Dale, S.A.G. executive vice-president, took cognizance of the report and issued the following denial and clarification.

"There has not been any settlement of the S.A.G. strike against the producers of theatrical motion pictures. However, progress has been made by the negotiators in the last few days.

"Extensive discussions by the subcommittees of the two negotiating committees are proceeding. These meetings today have to do with the special technical issues.

"The full negotiating committee will continue their negotiations at 7 P.M. tomorrow."

Subcommittees concluded morning and afternoon sessions today without comment.

MPAA Meet Postponed

The annual meeting of the Motion Picture Association of America, scheduled for yesterday, was postponed for lack of a quorum. No new date for the meeting has been set yet.

More light + slower burn = lower costs

NATIONAL PROJECTOR CARBONS



Only 5 Days 'til OSCAR DAY

Tell your patrons and friends to tune in to NBC-TV or NBC-Radio for the biggest show of the year.

Technical Awards

(Continued from page 1)

wards, (there will be no class I awards with statuette this year), will be presented to: Douglas G. Shearer, M-G-M, and Robert E. Gottschalk of Panavision, Inc., for developing a system of producing and exhibiting wide-film motion pictures known as Camera 65.

Wadsworth E. Pohl, William Evans, Werner Hopf, S. E. Howse, Thomas Dixon, Stanford Research Institute and Technicolor Corp. for design and development of the Technicolor electronic printing timer.

Wadsworth E. Pohl, Jack Alford, Henry Imus, Joseph Schmit, Paul Fasnacht, Al Lofquist and Technicolor Corporation for development and practical application of equipment for jet printing.

Dr. Howard S. Coleman, Dr. A. Francis Turner, Harold S. Schroeder, James R. Benford and Harold E. Rosenberger of Bausch & Lomb Optical Co., for design and development of Balcold projection mirror.

Robert P. Gutterman of General Inetics, Inc., and Lipsnersmith Corp., for design and development of CF-2 ultrasonic film cleaner.

Certificates signifying honorable mention for class III awards will go to:

Hub Iwerks, of Walt Disney Productions, for design of an improved optical printer for special effects and matte shots.

E. L. Stones, Glen Robinson, Winfield Hubbard and Luther Newman of M-G-M constructions department, for design of multiple cable remote controlled winch.

Leonard Golos Services

Funeral services were held here yesterday at Riverside Chapel for Leonard Golos, free lance column contact for a number of major film companies.

Allied Board Resolutions Hit Trade Practices

(Continued from page 1)

protested the use by film companies of mechanical innovations such as 70mm pictures to enlarge clearances as regards time and distance beyond any heretofore regarded as reasonable and legal regardless of intrinsic merits of the pictures. Film companies doing this "gadget clearance" are ignoring a wholesome admonition made on this very point by the Senate Select Committee on Small Business years ago.

Objectional Practices Spelled Out

Unethical exploitation practices. The board also protested methods being employed in many cases when exhibits of such pictures are advertised and exploited locally in towns and cities far removed from places of exhibition. Such methods include these practices:

(A.) Advertising that pictures will not be shown locally for a long time to come if ever.

(B.) Offering tickets for sale in drug stores and bus terminals and exhorting residents to travel miles to see these pictures.

(C.) Urging educational, fraternal and other groups to form picture parties in remote cities. These tactics are condemned by the board as unfair and unethical. This protest was addressed both to the offending film companies and exhibitors.

The board unanimously congratulated Joseph R. Vogel, president of M-G-M upon his announcement that "Ben-Hur" will be made available on 35mm film in May.

[The source of the information regarding the above resolution regarding "Ben-Hur" was not revealed. M-G-M officials in New York could not be reached last night for confirmation or denial.]

The board expressed hope that the Hollywood strike will end at the earliest possible time.

The following units of Allied reported increases in membership since Dec. 1, 1959. Ohio gained the most, with 52 new members. Others reporting increases were Michigan, Rocky Mountain, Iowa-Nebraska, Mid-Central and Mid-South.

The board called upon Al Myrick and Abram M. Myers to fix time and place of a summer meeting.

There was an open forum held in

which information was exchanged on business conditions.

A solemn moment was called in memorial to departed members Reuben Shore and Floyd Price at which time Myers gave a short eulogy.

No Further Defections

From Allied Foreseen

CHICAGO, March 29. — While there was nothing to indicate that Allied States board of directors meeting here yesterday and today had come up with any formula likely to bring Allied M.P.T.O. of Western Pennsylvania and Independent Exhibitors, Inc. of New England back into the national organization's membership fold at an early date, all outward appearances at the meeting were that the threat of additional defections has been dispelled for the time being, at least.

For this not insignificant accomplishment, directors were enthusiastic in their praise of Al Myrick, Allied president, presiding at a board meeting for the first time since his election at Miami Beach last December.

The board elected Neil Beezley of Rocky Mt. Allied to the post of national secretary, left vacant by the resignation of Carl Goldman of I. E. of New England, and reorganized the finance committee. Jack Kirsch of Illinois Allied was named chairman of the latter, replacing Morris Finkel of Western Pennsylvania Allied, resigned. Named members of the committee were: Mike Leventhal, Marshall Fine, Irving Dollinger, Ben Marcus, Richard Lochry, and with Myrick and Abram F. Myers, Allied chairman and general counsel, ex officio.

Las Vegas Favored

The board approved the holding of next year's annual convention at Las Vegas, Nev., under the joint sponsorship of Allied Theatres of the Gulf States and Allied Independent Theatres of Indiana; the 1962 convention at Cleveland under I.T.O. of Ohio sponsorship; 1963, Allied of New Jersey at a resort area to be designated, and 1964 in Detroit, with Allied Theatres of Michigan as sponsor.

This year's convention, as announced in Miami Beach last December, will be held at the Hilton Hotel here, Nov. 6-9.

Inclusion of many of the individuals and regional units that had been critical of the conduct and policies of the Miami board meeting on the new committees and the future convention schedule was an apparent signal that the feelings left ruffled by that meeting have been smoothed now, at least to the extent of those present here. Not present, of course, were representatives of the New England and Western Pennsylvania organizations.

To those, the board voiced regrets at their absence and expressed the earnest hope they would rejoin the national organization.

The board heard an inspirational talk by former president Julius M.

Gordon of Texas Allied, who asserted that the Association was "the conscience of the industry" and urged it to re-unite for greater accomplishments. The board expressed its satisfaction with the work accomplished by the 1959 convention in Miami Beach. Approval was expressed of Compo's program.

Marcus reported on his plan to acquire post-1948 films for reissue to theatres, which has the cooperation of Walter Reade, Jr., president of Motion Picture Investors, and of that organization. The board thanked Truman Rembusch, chairman of Allied's Emergency Defense Committee, for his work in preparing and distributing weekly bulletins discussing exhibition problems. The bulletins will be continued but incorporating suggestions to be made by the board.

White House Meet

(Continued from page 1)

ions will shape the findings and recommendations of the conference—seemed generally agreed that responsibility for the molding of the young lies with the family.

An exception was Eva H. Grant, editor, National Parent-Teacher, who excoriated TV programming and "shoddy TV shows."

The "real problems of TV, the movies, books and magazines" is not in their content, according to Rabbi Bernard Mandelbaum, provost of the Jewish Theological Seminary, New York. All mass media, he said, "are faced with the challenge that confronts all of American life, namely resisting the idolatry that permeates our society."

Much the same views were stated also by I. Keith Tyler, director of the Ohio State University Institute for Education by Radio and Television, and by Roy E. Larson, president of Time, Inc.

On the whole the group discussion of the impact of mass communications was focused on the fact that it was the home, and the guidance received (or missing) at home that set up the forces which might be triggered in the young person who "goes wrong."

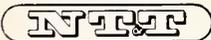
No facts whatsoever were presented to back the notion that movies or other mass media were in a position to influence individuals wrongly if these people did not already have planted within themselves the seeds of deviation from accepted behavior.

Pay Bill Amended, Sans Benefit to Industry

Special to THE DAILY

ALBANY, N.Y., March 29.—Thirty-odd amendments were made today to the Assembly Rules Committee bill providing for a minimum state-wide pay of one dollar an hour, effective Oct. 1. A quick look did not seem to indicate that motion picture theatre employees had been exempted from the measure's terms.

The bill retained its place on the third reading calendar.



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DORIS DAY ☆ REX

JOHN GAVIN



from the beginning

production!

HARRISON

MYRNA LOY

in a Ross Hunter-Arwin Production

**"MIDNIGHT
LACE"**

in Eastman Color

Produced by Ross Hunter and Martin Melcher

Directed by David Miller • Screenplay by Ben Roberts and Ivan Goff

Universal-International Release

'Comedy' Rocks N. Y. at Radiant Celebrity Debut



Crowds gathered early to watch the sparkling celebration for 20th's "When Comedy Was King." Stars and notables arrived in vintage autos to pay tribute to the screen sensations of another era. Silent film greats mingled with the young stars of today at the event.



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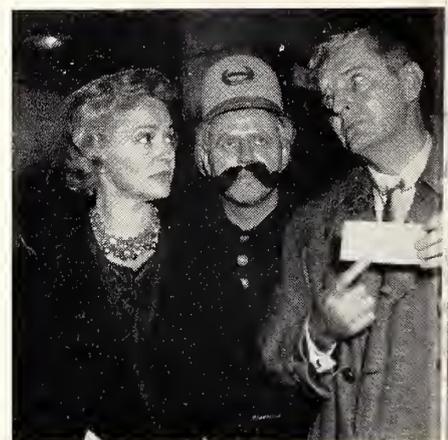
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All
the News
That
Is News



MOTION PICTURE DAILY

Concise
and
to the
Point



OL. 87, NO. 62

NEW YORK, U.S.A., THURSDAY, MARCH 31, 1960

TEN CENTS

Both Parties Agree

Minimum Wage

Bill Is Passed

By Assembly

**Provides for \$1 Per Hour
Pay-Floor, Effective Oct. 1**

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AB-PT '59 Net

Reported at

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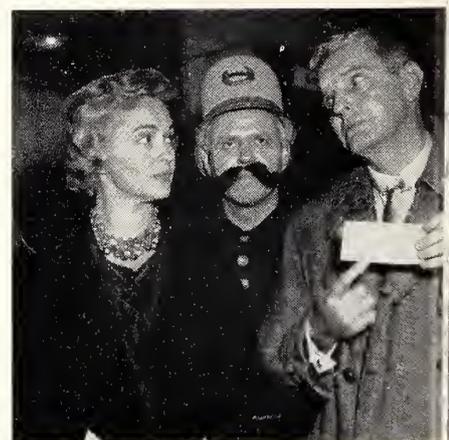
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PERSONAL MENTION

FRED GOLDBERG, United Artists national director of advertising-publicity, has arrived in St. Louis from New York.

MARTIN ELLIS, head of A. M. Ellis Theatres, Philadelphia, will leave there with Mrs. ELLIS on April 23 for a six-week trip to Israel.

EDITH HEAD, Paramount fashion designer, has returned to Hollywood from New York.

GENE KRUPA has arrived in Pittsburgh from the Coast to attend the opening of the Columbia film based on his life and times.

HY REITER, advertising-promotion manager for Broadcast Music, Inc., will leave here tomorrow for Chicago.

BURT SLOANE, United Artists publicity manager, will leave New York today for Washington.

SAMUEL GOLDWYN JR., has left Paris for Copenhagen.

DAN FRANKEL, president of Zenith International Films, and **SYLVAIN GOLDMUNTZ**, vice-president, will leave here at the weekend for Hollywood.

PHILIP A. WANMAN, producer of "The Gene Krupa Story," left here for Hollywood last night.

'King' Does Well in Debut at 68th St.

Business for "When Comedy Was King," 20th Century-Fox release which opened at the 68th Street Playhouse Tuesday night, was "exceptionally fine" yesterday according to Leo Breeher, owner of the theatre.

"Comedy," is doing equally well around the country. In Toronto, at the Towne Theatre, it has taken in a near-record \$10,000 at the end of its second week.

In Minneapolis, at the St. Louis Park Theatre, the presentation has grossed \$9,230 going into its third week.

Gordon, Daughter Tour

Producer-director Bert I. Gordon and his eleven-year-old daughter Susan, who is starred in "The Boy and the Pirates," will participate in a full schedule of promotions for the United Artists release in Minneapolis, St. Paul and St. Louis starting today in advance of 441 Easter saturation bookings in the midwest area.

Washington Youth Meeting

(Continued from page 1)

at TV than at movies. In fact, it is understood that another panel in the conference will propose that pay-TV be investigated as a possibly fruitful method of improving the programming available on TV today.

In setting the theme for the day's discussion of the mass media of communication, the director of curriculum of the Seattle schools noted that we are in the middle of an electronic revolution and that TV, the stage and movies, are a part of total culture. The task, as he sees it, is to find out how these can be converted from entertainment to education.

Sees 'No Final Answers'

He noted that there are no final answers to the question of the influence of media upon children. He conceded that the primary responsibility is with the home, but asserted that people do not know what actions—or what intensity of action—stems from the things children and youth are exposed to.

Considerable concern about the image of America that is being purveyed overseas by U. S. films was expressed by one group. Film producers were urged in a resolution to develop a greater sense of responsibility in this direction and to show American ideals, not only "chrome, color, and violence."

The film and playworkshop will propose a resolution to the conference asking that parents and community groups be informed regarding the con-

tent and treatment of films and plays so that they can disseminate reliable information.

A resolution unanimously adopted by the group calls for a continuing effort to strengthen the Motion Picture Code and the Advertising Code with the objective of providing the best guidance possible in the sincere treatment of the moral elements of the motion picture.

The group also suggests the creation of a cabinet-rank Department of Culture and Fine Arts.

A proposal that studies by responsible organizations to determine the influences of mass media, and to seek causal relationships, if any, was also accepted without dissent.

Film Foundation Favored

Unanimous approval was given to a proposal to have the motion picture industry and its related crafts establish a tax-exempt foundation to produce and distribute motion pictures which are not dependent upon box-office return for their justification.

Approved in principle was a motion that encouragement be given to producers of plays and films that are sincere and high in quality and which satisfy the increasing variety of tastes and needs that are evident in our society. The group adopted a resolution asking that plays and films of high quality be accorded due recognition and patronage by those who actively cite unfavorably the plays and films which they feel to be of low quality.

Continental Deal

(Continued from page 1)

signed with the Screen Actors Guild, the West Coast independent organization will start shooting the picture on location in Georgia, some time early in April.

Major roles have been assigned to George Hamilton, Mercedes McCambridge and James Dunn. The actress for the title role has not, as yet, been selected.

Hubert Cornfield will direct.

'Sword' \$132,000 in L. A.; May Top 'Rodan'

Valiant Films' "The Sword and The Cross" hit a top gross of \$132,000 for the first five days of a Los Angeles saturation break it was announced here by Arthur Sachson, vice-president and general sales manager. The gross indicates a far greater potential than even "Rodan," which would make it "the biggest grosser we've ever had," he added. These figures were especially good in light of the rain that blanketed the Los Angeles area over the week-end.

Charge W. Hartford Film Man with Infringement

Special to THE DAILY

HARTFORD, March 30.—Clarence B. Kantrowitz of West Hartford will be summoned on April 11 to answer a six-count information charging him with illegally renting out copies of five theatrical motion pictures.

The films involved are "Pete Kelly's Blues," "Beau Brummel," "Broken Lance," "The Charge at Feather River" and "War Drums."

Operates Arrow Films

Kantrowitz, who operates under the firm name of Arrow Films, was charged with copyright infringements following an F.B.I. investigation begun last August with the arrest of a Chicago tavern owner who claimed he rented the 16mm. prints of the films for tavern showings at \$10 a night, according to the records of the F.B.I.

Warner Bros., United Artists, 20th Century-Fox and Loew's, Inc., (M-G-M) were named in the Federal court charges as the legal distributors of the films.

1st 3 'Hound' Cartoons Due Here by April 10

By SAUL OSTROVE

The first three "Hound for Hire" cartoons to be produced by Cine magic Corporation International will be completed in Yugoslavia and ready for examination by American motion picture companies and television networks by April 10, Arthur Epstein, president of Cinemagic, said here yesterday.

Epstein and writer-producer Ph. Davis, who will depart at the weekend for another production trip to Zagreb Film Studios in Zagreb, Yugoslavia, said the "private eye" cartoons series will be shown in theatres throughout Europe. The six-to-seven minute films are now being dubbed in Italian, French, Spanish and German. Davis, vice-president of the corporation, said all 39 cartoons completed are in Eastman color and utilize full backgrounds.

If the cartoons are shown on network television three of them will be packaged to form a 30-minute program. Thirteen of the cartoons are scheduled for foreign distribution by June 15.

Both executives emphasized the "adult concept" of the series. They said they are assured of enthusiastic reaction from parents and teachers because each story has a moral. What ever violence must be used will be justified, they added.

'Can-Can' Advance in Toronto Sets Record

Special to THE DAILY

TORONTO, March 30.—"Can-Can," in Todd-AO premiered tonight at the Tivoli Theatre here. At box office closing time it had amassed over \$27,000 in advance sales, a new record for any motion picture in Canada, according to Peter Myers, 20th-Fox Canadian managing director.

A special preview was held last night for Variety Clubs where \$7,100 was raised for the organization.

At the premiere, held under the auspices of the Island Yacht Club newsreels, live TV and radio coverage "caught" arriving dignitaries and celebrities. Among the airwaves was the Canadian Broadcasting System, and stations CKEY and CHUM.

Denver 'Can-Can' Beneficial

DENVER, March 30.—Boy's Town of Colorado will sponsor the premiere of "Can-Can," in Todd-AO the night of April 14, at the Alladin Theatre here. The benefit event will be headed by Colorado's former governor Ed Johnson, leading 100 of the state's most influential notables from the legislative, judicial and governmental branches, social and business world of the territory.

Strike Meet

(Continued from page 1)

production community has been hopeful that an agreement on the issues which would permit a settlement of the strike can be reached at the full committee meeting or an early extension thereof.

Settlement terms, subject to last minute revision, are expected to fall within the close realm of the following figures:

(1) A lump sum of approximately \$2,500,000 will be paid into a pension fund for the actors in lieu of any residual interest in post-1948 films sold to television.

(2) The actors will receive six per cent after deduction of 40 per cent distribution fee, or 3.6 per cent of the producers' gross on all feature films made after 1960 sold to television.

(3) Payment by producers of 5 per cent of an individual actor's salary up to \$100,000 on each picture into a jointly administered health and welfare and pension fund on all films made after January, 1960.

(4) Higher minimum wage increase from \$90 to \$100 per day for players and from \$300 to \$350 to free-lance players on a weekly basis.

The exact figures should be revealed before the end of week.

Johnston Will Present Foreign-Tongue Award

Special to THE DAILY

HOLLYWOOD, March 30. — Eric Johnston, president of the Motion Picture Association of America, will present the foreign language film award at the 32nd annual "Oscar" show Monday night, B. B. Kahane, president of the Academy announced today.

Solow Coming East

HOLLYWOOD, March 30. — Sidney P. Solow, vice-president and general manager of Consolidated Film Industries and director of Republic Pictures Corp. will leave here Friday for New York to attend the board of directors meeting as newly appointed member of the Republic board and consult with Ted Hirsch, Republic vice-president and manager of Consolidated's eastern division.

Register MGM Names

ALBANY, N.Y., March 30.—Loew's Inc., a Delaware corporation, has registered a change of name to Metro-Goldwyn-Mayer, Inc., and Metro-Goldwyn-Mayer Corporation, a New York company, to M.G.M.-Loew's Corp. Joseph A. Machia, 1540 Broadway, filed both certificates with the secretary of State.

W. L. Breitenmoser Dies

NEW ORLEANS, March 30.—William L. Breitenmoser, vice-president and charter member of IATSE, Local 293, died here shortly after being taken to the hospital.

'Young' Premiere Is S.R.O. in 24 Hours

Special to THE DAILY

PHOENIX, Arizona, March 30. — Tickets for the April 2 world premiere of Drexel Film Corporation's "Because They're Young" for Columbia release were completely sold out within 24 hours from the time they were put on sale at the boxoffice, according to George Aurelius, division manager for the ABC Paramount Theatre chain.

Tickets for the world premiere were placed on sale at the Paramount box-office Monday, and the following day the 1600 seat first run theatre was a complete sellout.

Personal Appearances Set

Dick Clark, who makes his motion picture debut in the film, and co-stars Michael Callan, Tuesday Weld, Roberta Shore and Warren Berlinger will make personal appearances here along with Jerry Bresler, producer of the film, and Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation. Clark and the other young players and producer Bresler will arrive here from Hollywood to attend the gala festivities.

Ascap's Top Writers Vote Royalty Change

By an overwhelming margin on both a numerical and performance credit basis, the top 117 ASCAP memberships have voted, under the new consent decree, to give up their option to receive royalties on a 100% current performance basis.

The committee on elections, under the chairmanship of Harry Warren, announced this week that of the 117 top members entitled to vote, ballots were cast by 94 members, of whom 91 voted in favor of giving up the performance option, with three against.

By electing to forego 100% current performance basis of their performing rights, the top group of writer members are giving up a substantial percentage of their earnings which, in turn, will be distributed among those members who have elected to continue receiving their royalties upon the basis of the four different categories—current performance 20%; average performance 30%; recognized works 30%; and accumulated earnings 20%.

Van Lines and MGM in Tie-Up for 'Daisies'

Exploitation plans between North American Van Lines and Metro-Goldwyn-Mayer's "Please Don't Eat the Daisies" have been completed and the Lines, which appear in the film, will promote the production during its run over the Easter holidays.

North American Van Line trucks will be equipped with banners on both sides carrying a "Please Don't Eat the Daisies" credit. Window displays and counter cards will be featured in all of the key offices across the country. Additionally, North American is including "Daisies" credit in its nationally-sponsored television shows.

Cite Benjamin

(Continued from page 1)

raised at the dinner will benefit the University.

Benjamin, who has long been active in philanthropic and humanitarian causes, is being honored for his efforts in behalf of Brandeis. He will be inducted formally as a fellow of the University on the evening of the dinner.

Will Aid Scholarship Program

The dinner, to be attended by members of the entertainment, education, government and diplomatic fields, will spotlight Brandeis University's Wien International Scholarship Program. Under this grant, the University each year offers scholarships to outstanding foreign students, setting up a program of international student exchange.

TV Featurette Will Plug 'Mountain Road'

A special TV featurette has been made for William Goetz' "The Mountain Road," a Columbia Pictures release, by Globe Video Films Globe will distribute the film to TV stations nationally.

The film shows how the production unit built an authentic Chinese village out of the Arizona desert and how they destroyed it on cue for the drama.



Only 4 Days 'til OSCAR DAY

Tell your patrons and friends to tune in to NBC-TV or NBC-Radio for the biggest show of the year.

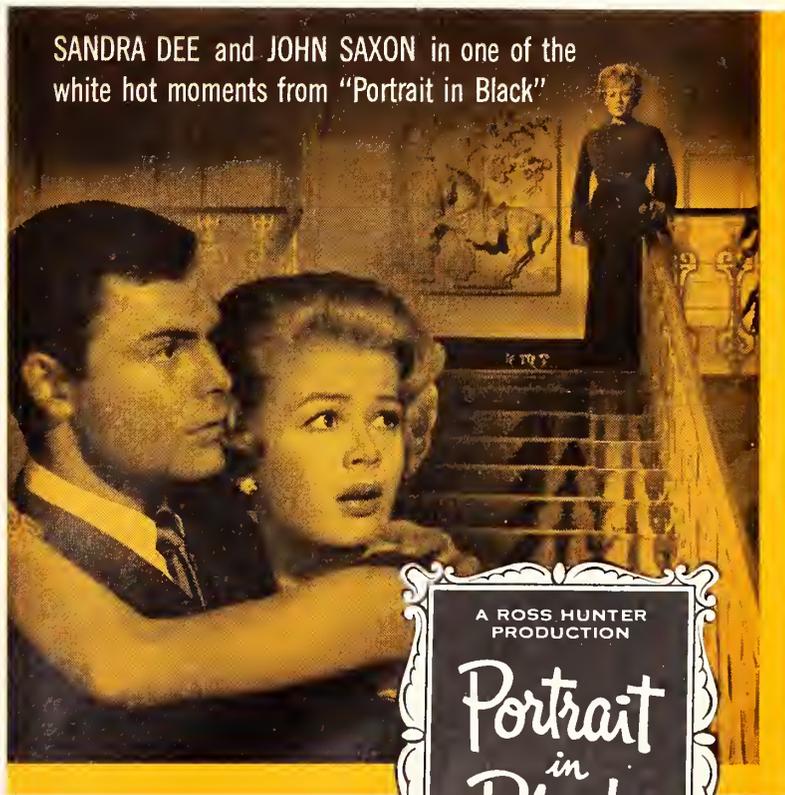
Academy TV

(Continued from page 1)

passes, good from one week to one year, also are being offered to successful contestants.

In Pittsburgh, an exhibitors' committee headed by Henry Burger and Harry Hendel, has tied in TV station WHIC and the *Pittsburgh Post-Gazette* in a local promotion contest. E. C. Wollaston, resident manager of the Fabian theatres in Harrisburg, reported the *Sunday Patriot-News* devoted the front page of its TV magazine last Sunday to drawings in color of some of the principal nominees. Oscar telecast plugs also have appeared on more TV and radio programs than ever before.

The Compo Academy Awards bulletin has urged all exhibitors to go "all out" in their promotion activities in the last few days of the campaign.



SANDRA DEE and JOHN SAXON in one of the white hot moments from "Portrait in Black"

A ROSS HUNTER PRODUCTION

Portrait in Black

another HOT one for summer from UNIVERSAL!

Television Today

Program for NAB Networks Launch Drive Convention Is Set To Raise RFE Funds

From THE DAILY Bureau

WASHINGTON, March 30. — The National Association of Broadcasters has announced the full program for the television assemblies to be held during the 38th annual NAB convention in Chicago, Sunday through Wednesday.

The first television assembly, to be held Monday afternoon, in the Waldorf Room of the Conrad Hilton Hotel, will be presided over by Thad H. Brown, Jr., NAB vice president for television. Payson Hall, Meredith Broadcasting, Des Moines, 1960 convention co-chairman, will give the official welcome.

Code Report Slated

A report on the NAB Television Code called "Time for Decision" will be made by the members of the NAB Television Code Review Board, whose chairman is Donald H. McGannon, Westinghouse Broadcasting Company. Other members are Mrs. A. Scott Bullitt, KING-TV, Seattle; E. K. Hartenbower, KCMO-TV Kansas City (chairman designate for 1960-61, taking office at the close of the convention); Joseph Herold, KBTW, Denver, and Gaines Kelley, WFMV-TV, Greensboro, N.C.

Also taking part in the Television Code presentation will be three newly-named members of the Code Review Board who will take office April 7. They are Robert W. Ferguson, WTRF-TV, Wheeling; James M. Gaines, WOAI-TV, San Antonio, and George Whitney, KFMB-TV, San Diego. The board is being expanded from five to seven members. Edward H. Bronson, director of NAB Television Code Affairs, also will participate in this presentation.

Louis Hausman Scheduled

A report on the Television Information Office will be made by Louis Hausman, TIO director.

"Washington 1960 — An Election Year" will feature David Brinkley, NBC, Washington; Brown, and Vincent T. Wasilewski, NAB manager of government relations.

On Tuesday morning, a closed business session will be held at which time the Television Board will be elected. This session will be presided over by G. Richard Shafto, chairman of the NAB Television Board.

The Television Assembly Wednesday afternoon, with Brown presiding, will include a presentation by the

Networks Launch Drive To Raise RFE Funds

The presidents of NBC, CBS, and ABC—Robert Sarnoff, Frank Stanton, Leonard Goldenson, respectively—and Donald H. McGannon, president of the Westinghouse Broadcasting Company and chairman of broadcasters for Radio Free Europe, launched a broadcasting campaign yesterday to raise funds for RFE.

Other members of the committee for RFE include vice chairman W. D. Rogers, Robert Hurleigh, J. Leonard Reinsch, Richard Moore, Gordon McLendon and H. Preston Peters.

Broadcasting personnel at network and independent stations throughout the United States via a special closed circuit videotaped telecast, heard McGannon, W. B. Murphy, Goldenson, Sarnoff, Stanton, Howard K. Smith, Arlene Francis, Martin Block and Joseph Kovago, former mayor of Budapest, kick off a nationwide campaign to stimulate public awareness and interest in Radio Free Europe as a "vital and continuing force for freedom and truth."

Officially, the broadcasting industry's campaign for RFE funds runs from April 24 to May 8. The goal of the broadcasters is to raise \$10,000,000.

NBC Films to Reinstate N. Y. Station Letters

The National Broadcasting Company has filed an application with the Federal Communications Commission for the reinstatement of the call letters WNBC, WNBC-FM and WNBC-TV for its New York radio and television stations, it was announced by William N. Davidson, NBC vice president and general manager of the company's New York stations. "We feel that the proposed call letters better identify NBC's flagship stations in New York with the National Broadcasting Company," Davidson said.

Television Bureau of Advertising entitled "How Good Must We Be?" Participating in this will be Norman (Pete) Cash, president; William MacRae, director of station relations, and George Lindsay, director, central division.

A three-part presentation on the theme "Spending Money to Make Money" will be moderated by Charles H. Tower, manager of the NAB department of broadcast personnel and economics. "The Automated Station—A Case History" will be given by Roger Read, WKRC-TV, Cincinnati. "Automation in the Office" also will be discussed. A panel will examine "The Economics of Video Tape"; panelists will be Russ Baker, Ampex, Lawrence Carino, WWL-TV, New Orleans, Frederick Houwink, WMAL-TV, Washington, George Stevens, KOTV, Tulsa, and E. C. Tracy, RCA.

Wage-Floor-Bill Critic Tangles with Roosevelt

From THE DAILY Bureau

WASHINGTON, March 30. — Rep. James Roosevelt (D., Calif.) and an opponent of his broad-gauged minimum wage bill got into a short but sharp controversy over the extent of his measure in a hearing before a House labor subcommittee.

The Congressman challenged Bernard A. Esters, spokesman for the National Editorial Association, an organization of small weekly newspapers. Roosevelt saying that "false propaganda used over and over again" gets him "to the point of complete exasperation," declared that Esters' contention that his measure would bring newsboys under the wage-hour act simply was not true. The bill would modify the present exemption, but not eliminate it.

No date has as yet been set for hearing witnesses from the motion picture industry. The subcommittee's schedule is crowded now, and the Easter recess soon will force an interruption to the hearings. In view of this, motion picture witnesses are not likely to appear until the latter part of April or early in May.

Classification Bill

(Continued from page 1)

"starred" on the third reading calendar. Duffy is a member of the Joint Legislative Committee on Offensive and Obscene Material, which drafted the bill.

Meanwhile, it was learned the Citizen's Union "strongly opposes" the Younglove act. In a sheet distributed to legislators, the New York organization listed the bill with the symbols "O-2." This means "strongly opposed."

Observers believed the stand of the Citizen's Union may have influenced some Senators in their opposition. The union is thought to exercise particular influence with certain senators, including some from New York City. The opposition in the upper house and in Senate rules reportedly has not been confined to Greater New York members.

The late introduction of the measure—on Feb. 23—and the delay encountered because of the necessity for re-printing, due to the inadvertent inclusion of "sacrilegious" as a ground for licensing rejection by the State Education Department's motion picture division, contributed to the present senate situation, an informed source stated.

Savarese Bill to Governor

Meanwhile, the Savarese film-license-fees-reduction bill will be among the 30-day group submitted to Governor Nelson Rockefeller. The measure, strongly supported by industry organizations, had not reached the Governor's office up to late Tuesday night. It passed the Assembly March 16; the Senate March 23.

"Thirty-day bills" are measures on which the Governor has that period to sign or veto following adjournment of the legislature.

The Savarese act would increase

Pass Pay Bill

(Continued from page 1)

vided for the establishment of minimum wages for women and minors through a wage board procedure.

The amusement and recreation industry is presently included among those for which wage orders have been promulgated. As of March 1, a minimum of \$1 an hour was made effective for all motion picture theatre employees, except ushers, ramp attendants and several other minor classifications.

Men are currently covered by the minimum rates, by virtue of the supplementary provisions of Section 663-A.

The new Article 19 proposed by the bill which the Assembly adopted today would apply to all employees in the state, with certain exceptions. The latter do not seem to include motion picture theatre workers.

TV Film Packages

(Continued from page 1)

sas City, told Judge Archie O. Dawson that after he refused to buy from C & C an RKO package consisting of 44 films, he was allowed to exercise an option and purchase 297 pictures from the same package.

Martin F. Mernalo of WARM-TV Scranton, Pa., admitted that after he offered to pay Screen Gems a premium if it would break up a 104-film lot he purchased 52 of the films. He also stated that at the time of his station's purchase, it was delinquent in its payments to Screen Gems for pictures it had bought earlier.

The Department of Justice anti-trust division also charges National Telefilm Associates, United Artists and Loew's, Inc. (MGM) with illegally "block-booking" films to TV stations.

To Honor Andersen, 'Snow Queen' Author

Civic officials around the country, as well as libraries, schools, educational associations and other cultural groups are expected to participate in special ceremonies on Saturday marking the 155th anniversary of the birth of Hans Christian Andersen, Danish author whose "The Snow Queen" is being released in a full length animated version by Universal International at Easter.

Senator Alexander Wiley of Wisconsin is sparking the national observance of the 155th anniversary of the birth of Andersen. In a speech on the floor of the U.S. Senate this past week paying tribute to Andersen, Senator Wiley linked the enjoyment of the works of Andersen by Americans as a link of friendship between the United States and Denmark.

the charge for the licensing, by the State Education Department's motion picture division, of original films from \$3 to \$4 per thousand feet, but would decrease the rate on prints from \$ per thousand feet to \$6.50 for each additional "entire" copy.

The legislation would not take effect until April 1, 1961.

HUGO A. CASOLARO MARTIN GOTTLIEB

C and G film effects, inc.

1600 BROADWAY, N.Y. 19
PLAZA 7-2098

- OPTICAL EFFECTS
- ANIMATION
- ART WORK
- STAND PHOTOGRAPHY
- TITLES
- B & W and COLOR

A Complete Service for Film Producers

Big London Delegation Set for V.C. Convention

Special to THE DAILY

TORONTO, March 30. — London will be represented by the largest contingent ever to travel to an international convention of the Variety Clubs. This has been made known in a communication from London's Jimmy Carreras to J. J. Fitzgibbons, general chairman of the Variety Clubs convention which is scheduled to start on May 31 here.

All of the tent's six former chief barkers, its present chief barker Monte Berman and press guy David Jones will fly from London to here for Variety's 33rd annual conclave.

In addition to Carreras, Berman and Jones, the London tent will be represented by C. J. Latta, D. J. Goodlette, Nat Cohen, M. J. Frankovich, Sir Tom O'Brien and Billy Butlin. It is believed that no other Variety tent has ever been represented by so many former chief barkers.

To Be Held at the Royal York

Convention Chairman Fitzgibbons announced that registrations are now open and can be made through tent convention chairmen. He said he expects a large number of barkers from all over the world to attend and enjoy very active days, each to be filled with notable attractions for barkers and their ladies. The convention is to be held at the Royal York Hotel.

Bruce Young Elected

(Continued from page 1)

She is the first woman ever to head an exhibitor organization.

Miss White was elected chairman of the board, and J. T. Hitt of Benningville, Ark., was elected first vice-president.

More than 100 exhibitors were in attendance at the convention.

Principal luncheon speaker today was Douglas J. Lightner, division manager, Commonwealth Theatres, Kansas City. Using posters, tapes and various "gimmicks" with live models, Lightner said "people like excitement, something different." He suggested meetings with news headline crazes, special days, school parties, contests, even lobby music for a half hour preceding show time.

"It takes all three media—radio, newspapers, exploitation—for a well-rounded program," he said. "The most important is exploitation."

M. S. McCord, president of United Theatres, discussed state legislation. George Roscoe of Theatre Owners of America also spoke.

Two More Join TOA

Two mid-west exhibitors have joined the Theatre Owners of America. Albert M. Pickus, TOA president, announced. Dr. Marvin Sandorf, of the Theatair, Inc., company of Indianapolis, Ind., has enrolled his Twin Drive-In Theatre in that city. Vic Harsfeld of the Shirley Theatres Corporation of Cape Girardeau, Mo., has enrolled his Rialto Theatre in that city.

AB-PT '59 Net Profit Reported at \$7,967,000

(Continued from page 1)

increase of \$43,136,000 over the \$244,821,000 in 1958.

Leonard Goldenson, AB-PT president, reported that income from the company's 498 theatres amounted to \$91,139,000, which he said compared favorably with the \$94,280,000 in 1958, considering the one less week's business in the 1959 fiscal year and the fewer theatres that were operated.

He said 15 marginal theatre properties were disposed of last year, and one theatre was acquired. Divestment of unprofitable theatres will be continued.

Cites Improvement over 1958

"There was a much firmer tone to the motion picture business in 1959 than in the previous year," Goldenson said. "Our theatre earnings were higher than those of 1958, which reflected not only a better supply of quality pictures but also a reduction in costs of operation and the divestment of uneconomic theatres.

"The most significant factor in theatre business is the supply of quality motion pictures. Good pictures retain a magnetism as public attractions. While the movie-going public is more selective than it was in previous years, it continues to attend motion picture theatres in substantial numbers to see films of its choice. Production companies have concentrated their efforts in making fewer and better pictures and this has resulted in a greater number of larger grossing pictures than was true in prior periods in the past decade."

New Equipment Being Installed

Goldenson also reported that a number of the company's theatres are being equipped with 70mm "to accommodate the increasing number of important pictures produced in this process."

The report showed that income for the television and radio division reached a record \$172,469,000, against \$136,967,000 in 1958. The ABC Television Network showed the largest

Foreign 'Oscar' Group Welcomed in Hollywood

From THE DAILY Bureau

HOLLYWOOD, March 30. — Representatives of the five films nominated for foreign language film award of 32nd annual academy awards have arrived here as guests of the Academy.

Guests and films they represent are Mogens Skot-Hansen, "Paw," Denmark, accompanied by Astrid Henning-Jensen, director; Sacha Gordine, "Black Orpheus," France; Dr. Hermann Schwerin, "The Bridge," Germany; Dino de Laurentiis, "The Great War," Italy; Steven Barnstijn, "The Village on the River," The Netherlands.

Members of the Academy's foreign language film committee, chaired by Luigi Luraschi, will host the group during its stay at the Beverly Hills Hotel.

dollar and percentage increase of all networks in gross time sales and achieved second position prior to the year end among the three networks in share of total national TV audience in the prime evening period.

The ABC radio network improved its operation compared to the previous year, but continued to operate at a loss.

Miscellaneous Income Rises

Miscellaneous income, which rose to \$24,349,000 from \$13,574,000 in 1958, included income of the record companies and the publishing companies acquired in 1959. Goldenson stated that Am-Par Records had its best year in 1959 during which it acquired Grand Award Records.

Prairie Farmer Publishing Co. was acquired in a deal which gave ABC ownership of Chicago radio station WLS.

Noting the company's interest in the foreign television field, Goldenson reported on the newly formed ABC International Division which took part in organizing a television network

in Central America. The company holds a majority interest in that network and expects to acquire minority interests in the television stations participating in the network. AB-PT also holds a minority stock equity in a television station in Australia and one to be operated in Costa Rica.

The electronic companies, in which AB-PT has stock interests, reported overall improvement in income and earnings. Disneyland Park, in which AB-PT has a 35% interest, also reported gains with record income and attendance.

Common Stock Equity Up

The company's financial position remained strong, Goldenson said. Working capital increased to \$52,034,000 from \$49,665,000 in 1958. The final \$10,000,000 under its loan agreement was drawn down. About 250,000 shares of preferred stock were purchased and retired during the year. Common stock equity rose to \$82,624,000 or \$19.91 a share from \$78,730,000 or \$18.97 a share in 1958.

ATTENTION:

JACK CUMMINGS
"CAN-CAN"

MERVYN LEROY
"WAKE ME WHEN IT'S OVER"

DARRYL F. ZANUCK
"CRACK IN THE MIRROR"

JERRY WALD
"SONS AND LOVERS"

ROBERT RADNITZ
"DOG OF FLANDERS"

ROBERT LIPPERT

ELIA KAZAN
"WILD RIVER"

HENRI STORCK
"MASTERS OF CONGO JUNGLE"

ROBERT YOUNGSON
"WHEN COMEDY WAS KING"

ATTENTION:

GEORGE SKOURAS
RIVOLI THEATRE

EDWARD L. HYMAN
PARAMOUNT THEATRE

WALTER READE, JR.
DeMILLE AND BARONET THEATRES

LEO BRECHER
68th ST. PLAYHOUSE

Unless 20th Century-Fox agrees to negotiate a fair settlement with its homeoffice advertising and publicity employees, the Screen Publicists Guild will have no alternative but to take action against your pictures and your theatres beginning Monday, April 11th, when its contract with 20th has expired.

PLEASE USE YOUR INFLUENCE TO HELP US AVOID THIS NEEDLESS TRAGEDY IN THE MOTION PICTURE INDUSTRY.

SCREEN PUBLICISTS GUILD · DISTRICT 65, RWDSU, AFL-CIO

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MARLON BRANDO
and
JOANNE WOODWARD
the words by:
TENNESSEE WILLIAMS

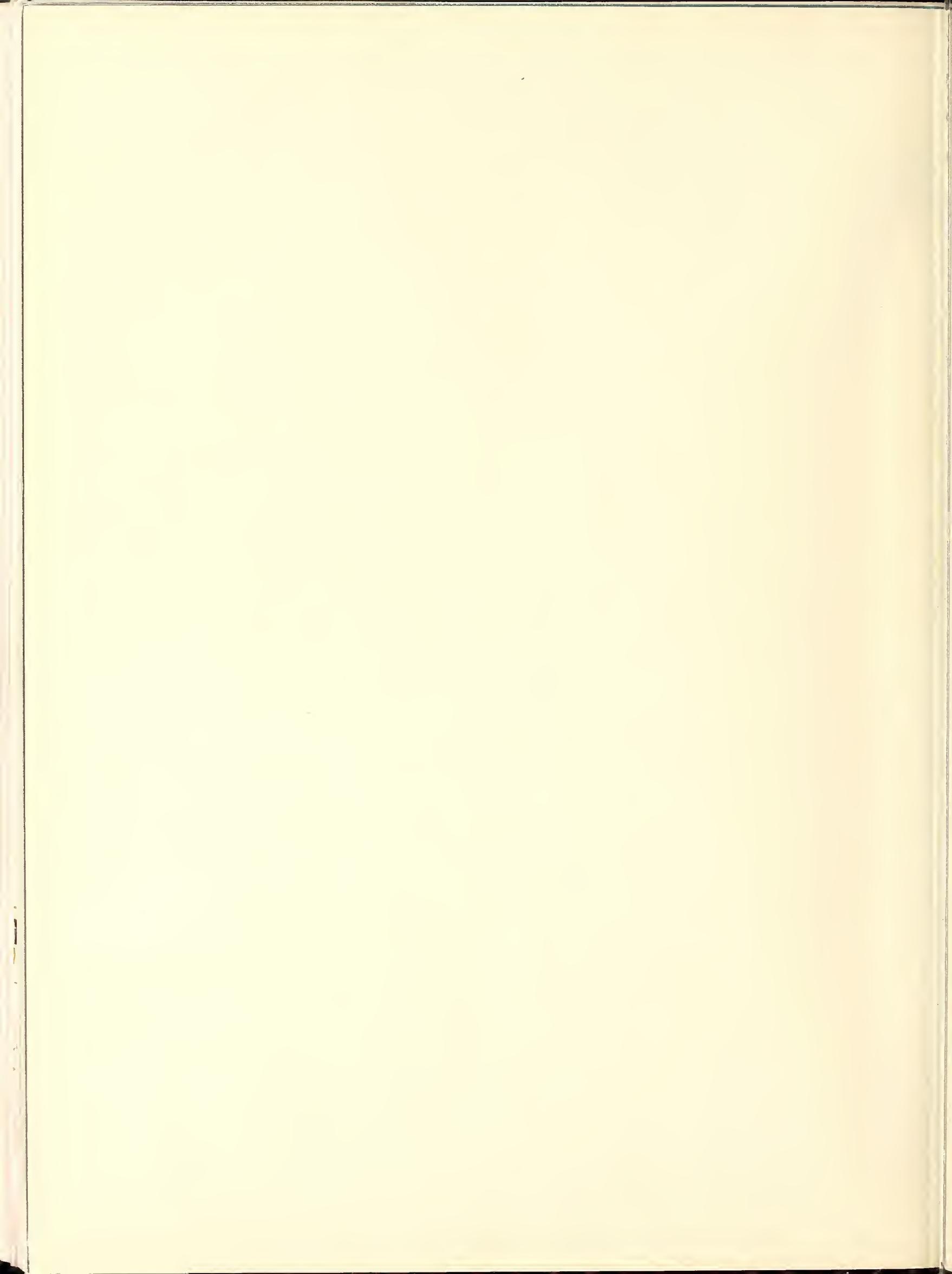
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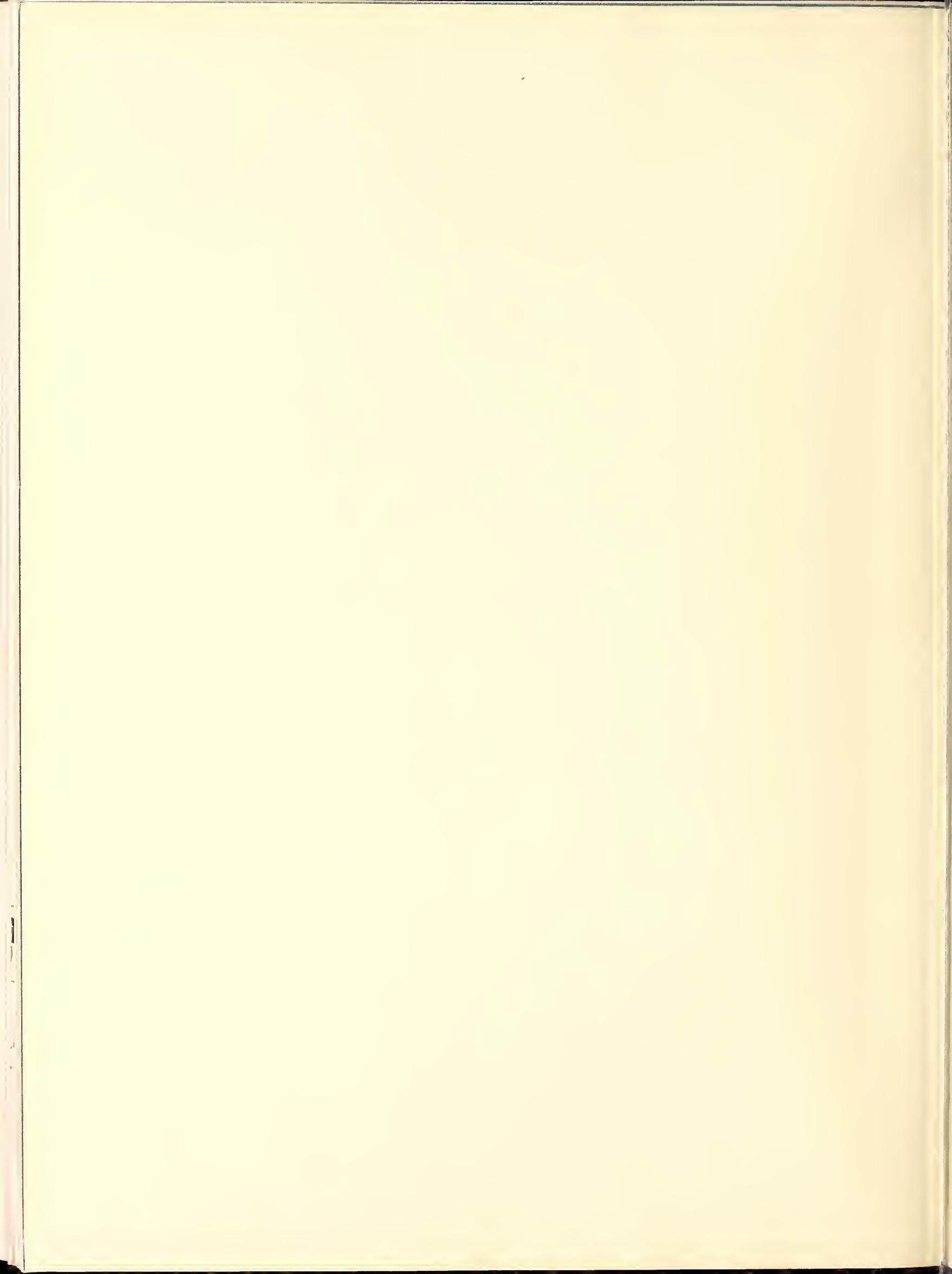
...and now
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is struck by
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